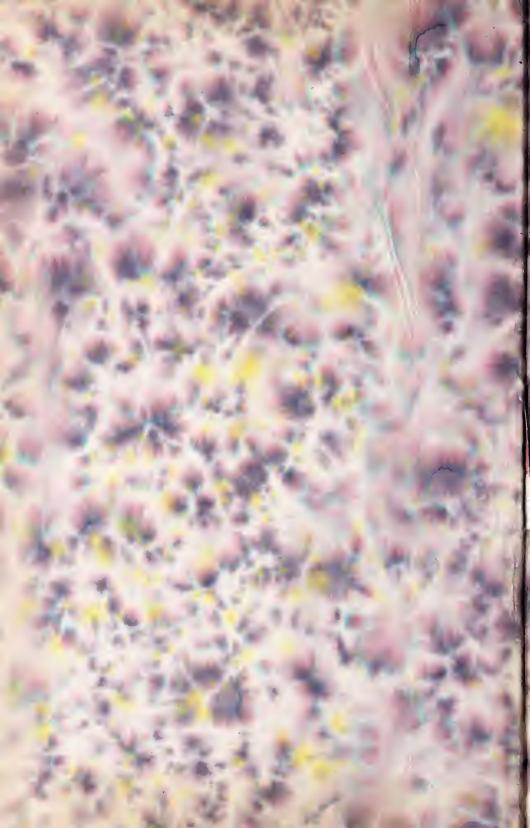
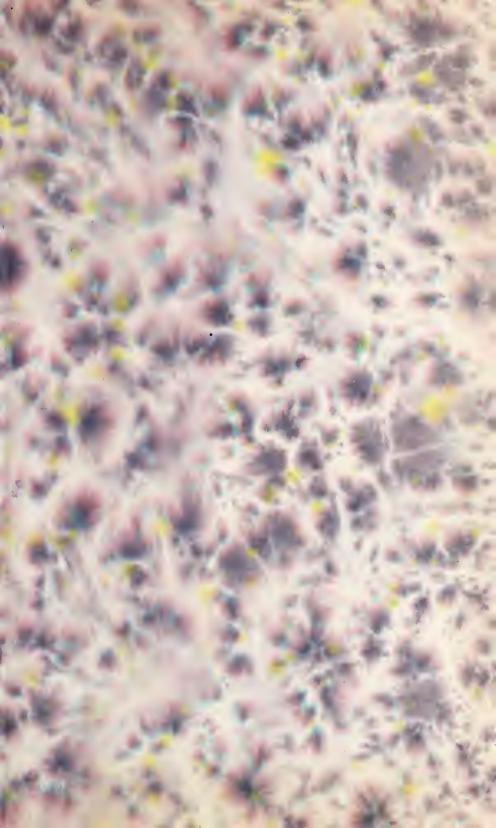
PEP-O-GRAMS





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THANKSGIVING

THURSDAY NOVEMBER



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert Deane Editor Contributing Editors-

all members of the

sparamount-Gep

Paramount Building, N. Y. C.

Vol. 4, No. 1

November 15, 1927

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. PORTERS: Marie Deutsch, Lilian Hauser, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

MUCH TO BE THANKFUL FOR

The wise ones are those who make every day Thanksgiving Day; who look upon the pleasures received as something to be thankful for, and upon those things which have not been too nice as things which at least could have been a lot worse.

We members of the Paramount Pep Club have everything in the world to be thankful for. Our organization is the leader of the particular industry to which it belongs, and its strength in that position is due to its humanness, the clear-visioned foresight of its leaders, and the stability it has displayed in the past and promises for the future. Club, fashioned with the same sinews of strength and the same nerves and blood of co-operation and comradeship, has grown with a strength and power which have been so encompassing that the company's Home Office payroll could virtually be substituted as a list of the Club's members.

That is something to be thankful for, since in a way it makes the Club the Organization, and the Organization the Club.

It is not the only thing! Stop just a moment and think of the multitude of other things to be thankful for.

The grand sentiments and significance of the Inaugural Dinner and Dance a month ago; the ambitious and practical nature of the plans that the Club has for the current year-these are but a few of them, but how symbolical they are of the success which

P. H. STILSON'S PORTRAIT PRESENTATION SPEECH

Delivered by the Chairman of the Adolph Zukor Portrait Committee at the Hotel Astor, October 13th.

Since the inception of the Paramount Pen Club, six years ago, one man, more particularly, has watched over us and been ever ready to counsel our undertakings; resulting in the pre-eminence and prestige the Club enjoys. I refer to the greatest man in this industry, our Honorary President, Adolph Zukor.

The Club, endeavoring to merit his confidence, has considered many suggestions, whereby a mark of affection and appreciation might be accorded Mr. Zukor. A few months ago it was decided that the most appropriate manner in which to do this would be to have Mr. Zukor's portrait painted from life. Accordingly, Mr. Guiseppe Trotta was commissioned to do this work. We are thankful to Mr. Zukor for the many sittings he gave the artist.

Mr. Lasky, it is my great privilege and honor to present to the Paramount Famous Lasky Corporation, Mr. Zukor's portrait

which will now be unveiled.

May we suggest that you direct that the portrait be permanently displayed in the Board Room of the Paramount Corporation, as a token of our regard for Mr. Zukor and of our continued loyalty, and in order that this portrait will be an inspiration to the present and succeeding generations of the Paramount organization.
THREE PEPSTERS IN EUROPE

The giant steamer Aquitania verily became the giant steamer Pepotania on October 26th, when it carried from New York, for a comprehensive tour and survey of European film conditions, three great and inspiring members of the Pep Club.

The three were Emil E. Shauer, honorary

Vice-President; Eugene J. Zukor, chairman of the Board of Governors; and Melville A.

Shauer, past President of the Club.

A very representative gathering of Club members was present at the steamer to

say "au'voir."

Pep-O-Grams has been promised the exclusive publication of Melville A. Shauer's impressions of a continent which, when he saw it last, was "going great guns." He says that he will write as often as opportunity presents itself, and Mel, you know, has a habit of living up to what he promises.

The executive officers of the Club have received sincere, heartfelt thanks from Messrs. E. E. and Mel. Shauer, and Eugene Zukor for the "Bon voyage" flowers and the presence of Club members at the steamer.

cannot help but come from the present administration!

But let us not proceed to catalogue the many things for which we should be thankful. It is undignified to do so, for it should suffice that we be thankful for them always, and that we should, in belief if not in fact, make every day a Thanksgiving Day.

FILM GLIMPSES OF A MARVELOUS EVENING



Actual Snaps from the splendid film made by the PARAMOUNT NEWS

Sublime night of nights! An evening of excitement, entertainment, and the adding of a new chapter to the ever colorful history of the Paramount Pep Club. In short, the Annual Inaugural Dinner and Dance of the Club, whereat our respects would be paid to both the outgoing and incoming administrations of the Paramount Pep Club, and whereat we would realize a yearlong dream of dining in company with our organization's highest executive officers and of having them address us in terms and sentiments of unfailing interest.

And so it came to pass that a gathering of the members of the Paramount Pep Club, as nearly one hundred percent representative as was humanly possible, gathered in the Grand Ball Room of the Hotel Astor, New York City, on the evening of Thursday, October 13th last to signalize the commencement of

the seventh year of the Paramount Pep Club. The gavel of Toastmaster Melville

A. Shauer rapped — and the Pepsters knew that more history was about to be written. In calling upon Retiring-President Joseph P. McLoughlin he voiced the tribute that was in the heart of every Pepster present. J. P. McL had headed a very wise and progressive administration, the Toastmaster said, and the Club has been powerfully consolidated as a result.

The Retiring-President's address rang with sincerity. His thanks to all who had so truly and splendidly co-operated with him came pleasantly to the ears of every Club member who had enjoyed serving under his administration. And when the Toastmaster presented him with a suitably inscribed gold watch on behalf of the Club, the applause was both spontaneous and

sincere.

George M. Spidell was then introduced to make a brief address concerning the recognition of supreme merit, and to then perform the very happy ceremony of installing Ralph A. Kohn as Honorary Vice-President of the Paramount-Pep Club.

The Portrait

Came a moment of tenseness; the climax of the evening. Past-President P. H. Stilson was on his feet, ready to perform one of the most memorable acts in all the history of the Paramount Pep Club. he spoke, the hearts of all those Pepsters present glowed with the thought that at last there was being expressed, in the words being spoken and in the knowledge of what

was to follow, the great feeling of affection and admiration for the Leader of their Organization which they had always felt, but had never been able to fully demonstrate.

The words of Mr. Stilson flowed on to their grand climax-and then the curtains were swung aside to bring the entire audience (save only one man, Mr. Zukor) sweeping to their feet to pay glorious tribute to the inspired genius who has placed our organization in the industry's lead.

The text of the speech of presentation is given elsewhere in this issue; and at an appropriate time Mr. Lasky made reply. It was a noble and splendid reply—a tribute to Adolph Zukor the man and the leaderand those who heard it will never forget it, for it was just that kind of a reply.

And then Mel Shauer did just precisely what everyone, in their heart of hearts, hoped he would do—he addressed Mr. Zukor and told him that those present could never think of calling the evening complete without hearing their President speak.

Mr. Zukor Speaks

So the President, his soft and sincere voice reaching all corners of the room with the aid of amplifiers, demonstrated with the selection of his words and the tributes he paid others, the greatness of Modesty. His thanks to the Paramount Pep Club for their tribute to him were unforgettable, for he has the uncanny gift for putting sentiments into such words that they will live while memory endures.

It was fitting that the conclusion of Mr. Zukor's reply should see the introduction of Giuseppe Trotta, the man who had paint-

(Continued on Page 4)

(Continued from Page, 3)

ed the portrait, and it was fitting, too, that the applause rendered him was as spontaneous as it so happened to be.

The President-Elect

Mel made merry with his introduction of the incoming President. His nimble wit was never more quicksilvery, but it sparkled more than quicksilver does. He had a slick play on words and incidents, and a definite urge to make V. Trotta cognizant of the fact that he was going through a ceremony. But underlying it all was a very definite pleasure in introducing to the members the President of their choice. Then with an appropriate gesture he handed over the gavel and sat down to enjoy his ice cream amid the plaudits of well merited acclamation.

President Trotta first of all said "The power of a speech worthy of this occasion is beyond a possibility for me." And then he commenced to refute that utterance by giving one of the finest, sincerest and most constructive speeches ever given in the history of the Paramount Pep Club.

He assured his hearers that he fully realized what being a President of the Club means, and he positively assured Mr. Zukor, Mr. Lasky and Mr. Kent that the Paramount Pep Club will continue to serve the organization and to carry out in every way the ideals laid down for the Club. Every action, he said, will be One Hundred Per-

THANK YOU, FOLKS

TO THE CHRISTIE BOYS, Charles and Al:-We sure appreciate your little souvenirs at the Astor Dinner Dance. The girls who received vials of perfume report an excellent quality, and the men who received automatic lighters race into print with the grand news that the machines really work. Truly, Al and Charles, you showed good taste and excellent judgment.

TO THE MINTZ BOYS: - The Dinner Dance Place Cards designed by you were one of the features of the evening. We never tire of looking at Krazy Kat, and we want you to know that we learn to like this faithful feline more and more every day.

cent in keeping with these ideals. He gave thanks to Eugene J. Zukor, Melville A. Shauer, Harry Nadel, Palmer H. Stilson and Joseph P. McLoughlin for the guidance which their successful administrations have given him. Also he gave thanks to all Club members for the support which first of all elected him, and which he believes will carry the

Club through the coming year.

One of the highlights of his address consisted of the reading of a letter of congratulations and promised support from those

THE BILL OF THE BALL



The Chairman of the Entertainment Committee for the year just passed was William J. O'Connell, and "Bill" certainly topped off a great year of work by his handling of the arrange-ments for the Inaugural Dinner and Dance. Everything flowed with that calmness

and flawlessness which proclaim perfect administration, and "Bill" and his com-mittee co-workers deserve a raft of congratulations for their great work. These other members were Robert Powers, Thomas Walsh, Harold Flavin, Henry Behr, Arthur J. Leonard, Percy Lockwood, Thomas F. Clark and Joseph A. Philipson.

VERY WELL RECEIVED

The receiving and seating of the guests was carried out with a roller-bearing smoothness which left "not even a ripple in a coffee cup." This of course we most dutifully ascribe to the administration of the Reception Committee, under the Chairman-ship of Richard M. "Dick" Blumenthal, and comprising also Lewis F. Nathan, Lacey F. Johnson, James A. Clark, Leon Savell, Kendall Way and Daniel F. Hynes.

TRAFFIC! Bill Fass is back again on the job in Palmer H. Stilson's Traffic Department. Bill is assistant to P. H. and knows a whale of a lot about traffic; but another fellow's auto busted into him a bunch of weeks ago and played "bump the bumper" with Bill's face. So Bill went to Pennsylvania for a spell, and has come right back onto the "recovered" list. The gang are glad to see you back, Bill.

Club members who ran for office in the recent elections, and who were styled The Original Choice Ticket.

President Trotta concluded with the observation that, due to the tremendous measure of support promised him, the task for the coming year was a light one. He gave as his only code that of "serving the Club members, and serving them well.

Vice-President Elect

It was then President Trotta's very pleasant duty to install Joseph F. Sweeney as Vice-President, and Joe, after expressing his joy at the honor which had been conferred upon him, terminated the shortest speech of the evening by announcing that the Paramount Pep Club during the coming year, if given the full support of the members, will set a record that will be hard for the followers to beat.

As a conclusion to the speaking, and immediately prior to the commencement of the dancing, Toastmaster Mel. A. Shauer read the brief but punchful item by Helen Gilsenen which was published on page 36 of the Anniversary issue of Pep-O-Grams. You might turn back and read that article

again. It's well worth it!



VINCENT TROTTA

"CLUB'S PLANS, PLUS YOUR GEN-EROUS SUPPORT, SHOULD GIVE US OUR GRÉATEST YEAR."

So believes VINCENT TROTTA, President of Paramount Pep Club in following statement.

"We are happily faced with the honor task of matching the greatest year in the history of our Organization with the greatest year in the history of our Organization's Club—the Paramount-Pep Club. Both are tremendously big tasks; but both have this in common—they are being undertaken by Paramounteers, by boys and girls, men and women, who know what it means to pledge to do something, and to then go out and accomplish it.

"With the Inaugural Dinner and Dance a thing of the past, we still have with us the grand memories of the faet

that this stirring event proved more eonelusively than a hundred thousand words could do, that the Paramount-Pep Club is one vast family, with every Club member also a member of the family. That means, above all else, that when the Club henceforth sets out to aecomplish anything, it will have the undivided support of its members.

"And there are many things that will have to be accomplished, but paramount among them is the matter of providing a solid and dependable source of the revenue necessary to keep the blood of life flowing through the Club's veins. The Executives and the Board of Governors have their plans in this connection for the coming year, but these plans can only become efficacious when consolidated with the plans of the Club members in general. So before definite announcements concerning the Club's revenue are made, every Club member should bend every energy towards the devising of additional methods whereby that revenue might be augmented.

"Our various Committees are announced in this issue of Pep-O-Grams, and I am sure you will concur in my belief that we have a peppy bunch of workers who will do their appointed shares in the making of this year the Club's greatest. These Committees are already functioning, and are promising great treats for the members. I feel safe in speaking for the entire Club and expressing our boundless faith in the success they will accomplish, and also in thanking them for having undertaken the respective duties entrusted to them.

"Finally, the Club is the property of its Members, as well as being the expression of all that they desire it to be. In other words, the Club can be no greater and no more useful than its Members wish and cause it to be. The Officers and Members of the Board of Governors stand pledged to do their share—are YOU, as a member, too, ready and pledged to do your share?

to do your share?
"If you are—then we know that we are all set for the Club's greatest year. I thank you!"

CO-WORKERS PLEASANTLY RE-MIND JOE McLOUGHLIN OF BIRTH-DAY ANNIVERSARY

Wednesday, November 2nd last saw a mighty peppy gathering of more than a score Paramounteers gathered at the Blue Ribbon cafe to not ungently kid Joseph P. McLoughlin about the single candle which ornamented the cake at the head of a festive board. It was Joe's birthday anniversary, and if you want to know how old (or more truly, young) the Office Manager of the Paramount portion of the famous building at the Crossroads of the World is, you can use his own declaration to find out, for he said, in the course of a deeply sincere and well worded reply, that he was born on the day that President Garfield was elected.

But before Joe had had the opportunity of replying, Toastmaster Harry Nadel—and a mighty fine manipulator of the toasts, too—had called upon numerous of the guests

to say a few words. Dan Hynes, who has known Joe for more than a quarter of a century, spoke feelingly of the qualities which have stamped Joe McLoughlin as a one hundred percent man. Bob Powers, Jack Roper, Al Adams, Joe Walsh and Palmer Hall Stilson also spoke; Dick Blumenthal conveyed to Joe the congratulations of the entire Foreign Legion, and Vincent Trotta, as President of the Paramount Pep Club, spoke of Joe McLoughlin's qualities as a leader of the Club and as a very vital force in the personnel of the organization.

A real happy and sincere affair—a good time by all, and a glowing sentiment to carry back to the desks and the offices and the tasks that make the world go round.

STOP PRESS. Entertainment Committee Chairman L. S. Diamond has issued a snappy notice about the Paramount Pep Glee Club. Read it!

BETWEEN YOU AND ME AND THE PARAMOUNT CLOCK

The Sort of Paragraphs that Most Folks Like to Read

Marion Hecht, the Hundred Percenter secretary to Leon Bamberger, is carrying a sparkling solitaire on the third finger of her left hand. So illuminating is it that we heard someone call it The Paramount Light, Jr.

The Purchasing Department receives many odd requests, but the monthly award of the fur-lined magnascope goes to the Rialto Theatre for their requisition of ten tons of coal to be delivered to the Projection Booth. Our correspondent hazards the guess that they were preparing for a showing of "Hot Papa," a Paramount-Christie Comedy.

Angels in heaven are not the only fluteplayers: Bill Gold of the 12th floor is a flautist, but a correspondent states that he lacks the nerve to play in the Pep Club Orchestra. Ce n'est pas vrai, Bill—Huh?

DOWN TO EARTH AGAIN. That sly old boid, Mr. Stork, has been volplaning down to earth again. A note tells of the arrival of one of his passengers—Douglas Scott Campbell—on October 16th last. Douglas Scott, who cannot yet state that "If it's a Paramount picture, it's the best show in town," nevertheless gets very close to saying "goo-glub" when shown his father, who happens to be none other than Victor S. Campbell, of the Booking Department. It is right and proper to say, too, that Mrs. Campbell is also "doing fine."

DING-DONG — THEN PENNSYL-VANIA. The air was very orange-blossomy for Miss Frieda Weissman, of the Editorial Department, on October 8th last, when she became Mrs. Alfred W. Scheele. The honeymoon was spent in Pennsylvania, where all the stars are Paramount stars—and all the moons are honeymoons.

CORRECTION. Last issue, in the letter of thanks printed over the signature of Percy Lockwood, the name of Miss Margaret Russell was given as Miss Lillian Russell. It is presumed that either Mr. Lockwood, the printer, the proof-reader, the linotyper or even the editor must have had a great affection for the greatest of all American actresses. We assure you, therefore, that Miss Margaret Russell's is the name which should have appeared.

HELLO, RANDY! We are glad to have with us for a few weeks one of our members who might easily style himself a native of Holly York and New Wood, because the bulk of his time is spent between the Home Office and the West Coast Studios. He is Randolph Rogers, private secretary to Jesse L. Lasky, vice president in charge of production. Ask Randy which is the greater and finer street—Broadway or Hollywood



Jack the Count Keeper

In the last issue of Pep-O-Grams we introduced Jack Roper only in type, principally because his modesty had to be overcome before he could be induced to face the camera. Now we have his picture for all time. Apart from the modesty mentioned, we give Jack space here to again remind you of

the very splendid work he did as Chairman of the Tellers and Watchers Committee during the recent Club Elections.

WORDS BY MEL—ENJOYMENT BY ALL

With Melville A. Shauer as Toastmaster at the Dinner Dance you've read so much about in this issue, it was as certain as dark following dusk that he would spring something or other as original as next year's Ad Sales. This much was sensed by the Committee of Arrangements; so they forthwith planted one of the slimmer members on the Speakers' table, disguised as a radio microphone. He of course didn't have much to eat, but he did manage to secure the original manuscript of Mel's famous twelveline verse which caused so much genuine fun. Mel of course missed it, but never suspected the microphone, though he did promise a dire and lingering end for the culprit. However, Mel is now in Europe, proving to the Francs that they cannot be Louises unless they transpose the last two letters of the lira - so we'll show how brave we are by printing the verse.

Lots of eating, lots of rest,
Ev'ry one a tax-free guest,
Laughter, joy are running loose—
—What the deuce!

While the music's being played
There are movies being made:
Then the waiters serve the chickens—
—What the dickens!

Soon dessert is on the line,
Everything is going fine;
Then the Toastmaster rings the bell—
—What the hell!

Boulevard—and we wager that you will receive a reply that will be a model of diplomacy and tact, and one which will please both New Yorkers and Hollywoodians.

THE PEP CLUB OR-CHESTRA. At left is Irving Talbot, Musical Director, Paramount Theatre (about whom there will be a story next issue). Front row: Joseph Agro, Bernard Solomonick, Innis At-well, George D. Rogers, George Dublin, Joseph Finston (Assistant Director of Paramount Pep Club Orchestra). Back row: Chris. Beute, Joseph Ptacnick, Esther Jablo, Sally McLoughlin (at piano).



THIS YEAR'S COMMITTEES HAVE STARTED TO PEP

Things have started to happen with a double-barrelled wallop already. Right from the day when we started to assemble this issue there has been a wad of material in the file telling about the activities of this, that and the other committees. In fact, the activity of the Committees has been one of the reasons for the enlargement of Pep-O-Grams to its current size of 12 pages.

Louis Diamond, in charge of the Entertainment Committee, has pepped up the entire Club with his announcement about a Pep Club Orchestra, and, under the direction of George Rogers, of the Film Rental Department, this Orchestra has held its first couple of rehearsals—and oh how successful they've been! Watch for their appearance on the stage of the Paramount Theatre a few months hence—maybe they'll even secure a tryout there.

There has been a notice about Inter-Department Bowling sent out by Ray L. Pratt, Chairman of the Athletic Committee. This contest is promised development along dis-

tinctly exciting lines.

Miss Irene F. Scott, re-elected Chairman of the Educational Committee, has issued a three-chaptered notice relating to Dancing, a Circulating Library and the Speed Classes. Fuller details concerning these three important phases of activity are carried on all of the Club's noticeboards on all floors of the Paramount Building.

Miss Scott, has also issued a most interesting notice relating to the offer made by the John Murray Anderson-Robert Milton

If You Must Think of
SEALS
and Sealskin Coats at Christmas Time.
Give a Thought to Those Other Seals,
The CHRISTMAS SEALS of
Health for the
Tuberculosis Sufferers

School of the Theatre and Dance, to all members of the Paramount-Pep Club.. This notice is displayed on all bulletin boards, and if your interested eye has not yet glimpsed it, make haste, pronto, to the nearest board, for it may be that you are the Pavlowa of 1929, or so.

ITSAGIRL! Alvin T. Freisinger has joined the "Big Parade." Every bright Sunday morning will find him with a look of ethereal bliss on his countenance as he proudly wheels the new arrival, Miss Joan Irene, weight nine pounds, along the avenue.

THE GANG'S "AU'VOIR" TO FRED

Fred Rath, who recently resigned as assistant to Russell Holman, advertising manager for Paramount, was tendered a farewell lun-cheon on Oct. 17 by his Home Office associates. Fred has become a successful playwright. The meal was served at Sardi's.

Mel Shauer acted as toastmaster, ably aided by Russ Holman, Chas. McCarthy and others. After paying for his lunch the boys presented

Fred with a suitably engraved Dunhill lighter. Among those present were: J. P. McLoughlin, Harry Nadel, Harold Flavin, Tom Walsh, Dan Hynes, Wilbur Morse, Blake McVeigh, Russell Holman, Charles E. MacCarthy, Lionel S. Reiss, P. J. Baietti, A. O. Dillenbeck, Mel Shauer, Charles L. Gartner, R. M. Gilham, Alvin Adams, Jerry Novat, Jim Zabin, Jim Clark, Cliff Lewis, Leon Bamberger, Eddie Ugast, Mickey Uris and Vincent Trotta.

Fred's position has been taken by Cliff Lewis, who comes to it with a very extensive Publix advertising experience back of him.

CONTRIBUTORS—See that your contributions reach either your local reporter, or the Chairman of the Reporters' Committee, Jerry Novat. Make your news brief (to save cutting), and peppy (to add sparkle to the magazine), and always tack your name onto what you write, because anonymous contributions will go the way of all—well, let's say waste paper. If you don't want your name to appear, please state so.

PEPPY PUBLIX-ISMS

When Cliff Lewis vacated his desk in the Publix Advertising Dept., to occupy one on the 12th floor, Kenneth Long walked right in and made himself comfortable. Ken hails from Brockton, Mass., but has been a New Yorker since August 1st.

One of the notices reaching every desk, said something about a "speed class," so here are some open suggestions for Miss Scott:

For speed in circling the bases—Ray L. Pratt. For speed in winning a tug-of-war — Joe Doughney.

For speed in receiving and sending personal mail—Gus Grist.

For speed in making business trips—Frederic

Willert. All are heavy enough to hold their feet under all conditions no matter how fast the

Lem Stewart keeps his office so cold that Gus Grist is prompted to wear his overcoat

there. Gus recently came up from the South. Once upon a time, and not so long ago, Miss Sada Snyder called a number and got connected with the wrong party. She heard a man requesting a number. If she had been a telephone operator, she might have said, "Thank You" but these words were not the ones she used. If you really want to know them, inquire from Miss Berg or Miss Weiss, because Sada won't tell.

Rodney Bush bought a radio. How come? Must be going to spend more evenings at home; at least until some "attractive and beautiful Lorelei" becomes a bigger drawing power.

False alarm for Mr. Lomax! Miss Irene Kelly accidentally dropped the buzzer buttons that connect in the reception room. Rodney Bush, a former Publix theatre manager, soon restored the system to perfect working order.

Ray Pratt had a letter from his "old flame" that was so long (42 pages he says) he had to postpone the reading until after supper. While out to supper he sent "her" a telegram saying he would answer the letter as soon as he finished reading it. That's one way of making your boy friend spend an evening at home.

OURSELVES. AS OTHERS SEE US

Dear Mr. Editor:

The following comprises my impression of what the girls on the 7th floor (those that I know well) talk about-often. And those that don't talk-usually act in the manner I am stating. Maxine Kessler.

Oh Girls! do you like my new hair-comb? How do you like my bangs? (Sophic Wein-

To-morrow is my girl friend's Birthday—wonder what I'll get for her? And then there is my cousin's Birthday to be considered—I wonder....(Fanny Shwartz)

We had a grand time at our last Sorority meeting. You know, I'm not chancellor of my sorority anymore—etc. (Lillian Saltz)

I won a prize at Bridge party last. You know, I'm not really an expert at bridge; I guess I just get along nicely—etc. (Loretta Tighc)

Oh! her operation wasn't so bad—did you hear about the time I had my appendix removed? Gee! that was some operation. (Roses Ferguson)

Stockings! don't mention sales or anything to me—I buy more stockings than anyone, and do you think I ever have a real good pair to brag about?—like fun! (Florence Munson).

Honk! Honk! Did I hear something? I must hang my head out the window! (Betty Whaley)

P. S.—I'm also on the 7th floor.. All I talk about is FOOD-how much I should GAINetc. I still manage to keep my "boyish figure," and weigh exactly 90 lbs. I'm game enough to give myself a line, too! (Maxine Kessler)

PARAMOUNT VETERANS

Passing the Contract Department on the twelfth floor, one hardly realizes that among the many young employees there, a number of Paramount Veterans work.

These people have faithfully and conscientiously served Paramount. They have helped

make Paramount the success that it is.

The following have served for the indicated number of years: Mae Strup, 7 years; Helen W. Swayne, 7 years; Eleanore Yagel, 7 years; William Gold, 6 years; Jean M. Cadger, 6 years. The Paramount Pep Club extends heartiest wishes of health and success to these Reporters.—J. Gentile.

WHO? Who is the lucky beauty in Miss Swayne's Department whose heart is all aflutter over an invitation from a tall handsome "Sheik" on the 11th floor? She certainly is the

envy of all the girls around her. WERE YOU THERE? Th The girls of the Sales Statistical Department held their Hallowe'en Party right on the 12th floor. They even had a cake with favors. Everyone found her favor except Isabelle King-she must have swallowed it. Molly Bregman got the wedding ring-it won't be long now, Molly. Who is he, Mary? You got the engagement ring. Much to Eleanorc Yagel's discomfort she got the thimble. Checr up, Eleanore, your turn will come.

GIRLS WANTED All girls interested in a bowling team, kindly see Edna Grady, our

star bowler.

PLAYERS. Contract Department has offered quite a few musicians to the Para-mount Orchestra — Helen Swayne, trap drummer and Bill Gold, flautist.

SECRETS (Told by J. G.) Roslyn Millman is to be engaged this month. Who is the lucky man?....Laura Sheller seems to be going back over the past. We noticed her reading a ten months' old Pep-O-Grams.

Well, boys, you don't stand a chance, for Alice Fischer is sporting a friendship ring from the boy friend..... Have you ever seen the Cohen twins do their act in the locker room? They should be behind the footlights....Joe DeMare is like Chesterfield eigarettes—Such popularity must be deserved....To Bill Dwyer, the Inaugural Dinner was a great success. He had a girl on either side of him....We all hope to have Frank Clady back with us soon....Peg Collins has been away from her desk for a whole week. Really a sprained ankle, Peggy?

A GASTRONOMIC TOUR OF EUROPE

By One Who Knows His Calories—Sammy Cohen

Europe can be traversed, explored, bisected and analyzed for lots of very good reasons (we even know a man who visited every country to learn what wasps did during the second week of November); but when Sammy Cohen set out to go from hither to yon, he was inspired by the interests of posters, pies, 'planes and pajamas—as all who read the following sparkling description of a tour will readily find out. Sammy sure makes of Europe a mighty alluring place, and we are glad for your sakes to note that his descriptiveness is such that it will run on from issue to issue. The following is the first installment.

I once heard Mr. Kent say that when a man gets religion he wonders why everybody else doesn't go to church. Listen to the average tourist who returns from a jaunt thru the hinterland and provinces of Europe and you discover that he (and more often she) is filled with something of that same holy zeal.

"Europe," they gurgle beatifically, "is glorious, marvelous, wonderful—so artistic, so cultural, so broadening." And so on, ad infinitum.

And, time and distance lend enchantment. The further away they get in months and miles the more enthusiastic they grow.

If, at times, you detect a note of bitterness in my writing, forget it! If I wax sarcastic, forget that, too! But if I go into a paean of praise and rave like the mother of a first-born, it may be that I'm thinking of the apple strudel I ate in Vienna, a certain moonlight night in Venice, or the Ice Grotto in Switzerland.

I started out from Berlin on September first, happy in the knowledge that I had a few weeks ahead of me with nothing to do except have a good time as I travelled from one interesting city to another. But before I reached Vienna, my first stop, I learned that I was violating one of the unwritten by-laws of the Tourists Union. I lacked "a serious purpose"!

No onc, it seemed, set out to tour Europe nowadays just for fun. Every one had a motive. This man was out to study postwar conditions. That woman intended to investigate the slums in Italy. Even the 18-year-old flapper announced soberly that she had come over with the sole intention of doing medical research! Because we stopped at the same hotels, I had an opportunity later on to check up on my companions. But it would probably be bringing the sarcastic touch in to tell of this checking up.

It would have been easy for me to say that I was making a survey of the motion picture field. But past experience has You will note that Sammy still knows how to smile.



taught me that the minute you identify yourself with the film industry, you must be prepared for a barrage of more or less foolish questions.

A sudden flash of inspiration finally solved my problem. So that by the time I arrived in Vienna, I was able to remark with a bland smile that I was making a gastronomic tour of Europe. This usually provoked the comment, "Oh, you're in the restaurant business." To which I replied, truthfully enough, "Well, not exactly, but I am interested in food."

There are veteran tourists who shake their heads sadly when you mention Vienna. "The old town ain't what she used to be," they aver. I don't know about that. I found the city gay, friendly, hospitable; the people carefree and lighthearted; and the cooking is the best in the world. They know their groceries all right! My mouth still waters every time I think of the "natur schnitzel" I ate there, and as for their "mehlspeisen"—well, if you have to watch your calories, stay away from Vienna! To be sure, there's a good deal of unemployment and the natives haven't very much money. But watch them in the cafes as they drink the freshly made wine and sing the joyous Viennese melodies and you realize that there's no incentive for them to make a lot of money. They wouldn't enjoy life any more.

I had my first homesick moment here. It was while I was visiting the "Prater," the Luna Park of Vienna, and incidentally, the largest amusement place in Europe. As I turned a corner and my eye lighted on a certain building, I had to pinch myself to be sure that I wasn't back in little old New York. An automat! An honest-to-goodness, drop-in-a-coin-and-get-a-meal automat!

I'm still up in the air over my airplane trip from Vienna to Venice. A memorable adventure, but somewhat disappointing from the standpoint of thrills. In fact I've gotten more excitement out of a ride on a Coney Island shoot-the-chutes. But perhaps it's just as well that nothing did happen. It's embarrassing to drop in on people

(Continued on next page)

A Tour of Europe (Cont. from prev. page)

While the success of the unexpectedly! journey was undoubtedly due to the skill and experience of the pilots (there were two of them) nevertheless, I can't help but feel that my encouraging cry, "Keep it up, boys; keep it up!" was not without its value.

The 'plane was a large three-motor ship of the Lufthansa (German) brand and provided accommodations for nine passengers. The interior was fitted out luxuriously a la Pullman style with leather chairs, racks for baggage, even vases for flowers. We maintained a speed of one hundred miles per hour, travelling at a height of 5500 feet. The entire trip lasted but four hours. You will appreciate what a boon the airplane is to the busy business man when I tell you that the same trip by train takes fifteen hours.

Venice is the most picturesque city I have ever seen. Viewed from a distance, it looks unreal—reminds you of a beautiful oil painting, surrounded as it is entirely by the blue-green Adriatic Sea and topped by a rainbow-colored sky. It's a relief not to have to dodge taxis or listen to the raucous clang of a street car. The only means of transportation is the gondola, a long, narrow, flat-bottomed boat, high-peaked at the ends, and rowed with one oar by a gondolier. And there's nothing more soothing and restful in the evening than to loll lazily back in a gondola and let the gondolier row you up and down the Grand Canal, while the man in the moon smiles benignly from the starry heavens and a group of Venetian singers serenade you with selections ranging from "O Katerina" to Caruso's "Pagliacci." The life of the city centers around St. Marks Square where hundreds of tame pigeons congregate. I had myself photographed feeding some of these birds to prove that they are very democratic.

Just across the way from Venice is the Lido, one of Europe's famous watering places. Here, for a few months in the year, smart society, millionaires and miscellaneous 'suckers' gather to get tanned, bored and 'skinned.' The official and prescribed dress during the day consists of colored pajamas and gaily-striped dressing gowns. To meet men and women on the streets wearing attire that you have always associated with bedroom and boudoir is a little disconcerting at first. It occurs to you that this place would be a haven of refuge for somnambulists! But after a while you get the urge to try it yourself and see how you like it. Which is precisely what I did one morning. I returned to Venice in the afternoon having been tanned a little by the hot sun, bored a lot by the dull people and skinned aplenty at the expensive hotel which charged me three dollars for a mediocre lunch. But perhaps it was worth three dollars just to have Mayor Walker at the table on my right and Michael Arlen at the table on my left! (To be continued)

WHY CALL THEM LOCKERS?

Yes, why call them that, if most of the Club

WITH MALICE TOWARDS NONE

we give you herewith this famous 'prayer' which appeared orignally in Life (whose permission to reprint it we believe we have), and which has appeared in many other publications throughout the land. We suggest furthermore, that there should be an answer to it, written in similar vein, entitled "The Telephone User's Prayer," because if you have ever worked on a switchboard you'd know that telephone irritations are two-way ones, and that it is possible for a telephone user to be at fault, too.

* THE TELEPHONE GIRL'S PRAYER

*

By Oliver Herford

O LORD, for all I done to-day To cause annoyance and delay To make a person rant and rave, For all wrong numbers I have gave And gave and gave when I'd be cryin'

For five three seven, thrrree seven ni-yun,

For all the needless irritation When I cut off a conversation, The cusses-calls for information Because of me-the slaps and slams, The smashed receivers-darns and damns

I've caused this day-O Lord, for these

And all my sins, Excuse it, Please! **Amen**.

IIM'S PARAMOUNT PROGRESS



During Melville A. Shauer's absence in Europe on the Organization's business, James A. Clark, who has been Mr. Shauer's assistant, will be in charge of the Domestic Ad Sales Dept.

This is a splendid tribute to Jimmy's industry, originality and ability, and in every way it makes come true a prophecy of some years ago. You see.....Jimmy hails from San Francisco, right at the other side of the Continent, and he always said that he would go a long way with Paramount. And he is! In more ways than one!

Members have acquired the uncommendable habit of leaving their lockers unlocked? You all know this Times Square district; you all know that 'sneak thieves' will sneak in where angels fear to tread. So if you want your property to be safe, make it safe yourself by locking it up! Make your locker live up to its name!

Office Manager Joseph McLoughlin has issued a stirring "Lock Your Locker" notice. It is on every bulletin board! Read it and

keep--your locker locked!

COMMITTEES TO PEP COMING YEAR

CHAIRMEN OF THE 1927-28 PARAMOUNT-PEP CLUB COMMITTEES















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WAYSAND MEANS COMMITTEE

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AIRMEN OF THE 1927-28 PARAMOUNT-PEP CLUB COMMITTEES













THERE ISN'T A THING THAT YOU CAN'T GET CHEAPER

One institution within this Building which ought to magnetize your attention during a goodly portion of your thinking time is that institution which can save you a lot of money and a lot of worry in the purchase of those countless pieces of this and that which are so necessary to living.

This institution—and it is just that!—is none other than the Co-operative Buying Committee, now under the Chairmanship of Miss Alice Blunt.

Through the agency of the Cooperative Buying Committee you are enabled to purchase anything ranging from aeroplanes to antimicassars, motors to manicures and caviar to chimneypots. Everything else that your mind can possibly hold remembrance of is also included.

brance of is also included.

In brief—and in all seriousness—the Co-operative Buying Committee is prepared to help you in a manner which is super-important these days, for it will help you to secure the article you want, with the least inconvenience, and at a saving that will both astound and delight you.

Just try them out and see.
Their best advertisement will be your recurring patronage.

A PEPSTER FROM THE ANTIPODES



Don't go looking around for a Convention just because you happen to see someone in from Australia, because John E. Kenne-beck is here in the United States to visit his folks in Omaha. It has been almost three years since John these was in parts, because he happens to be

Sales Promotion Manager for the Blue Ribbon Bunch of Australia, so ably controlled by John W. Hicks, Jnr.

Last time he was here, John took unto himself a wife, and then he took himself and wife down to Australia. On the return trip, however, John brings with himself and the wife a wonderful little four months' old bundle of loveliness — Margaret Frances Kennebeck by name.

John is an active member of the Paramount Punch Club, one of the Paramount Pep Club's overseas relatives. He may be induced to address the Club members in the boomerangese language, interspersed with the walla-walla and widgaree dialects. But you'll have to sell him on the idea.

DINNER and DANCE DIVERTISSEMENTS

A peach of a time was had by all.... Gaiety and merriment flooded the eveningand there was lots of spontaneous fun, tooLaughs came thick and fast during Toastmaster Mel Shauer's gavel tenancy -He put over some slick wisecracks when introducing President-elect Vincent Trotta
—notably his Mussolini message and his Cosgrave cable.... One of the big discoveries of the evening was Mel's observation about Mr. Lasky being "camera shy"-this fact appeared in the metropolitan press the following day....Before the eats started, someone made the grand and glorious discovery that the neat lighters provided by the Christie boys actually worked-this fact was promptly given to the Associated Press ... Two Scotchmen refused to take their lighters because gasoline was not supplied also....Our reporters were having such a good time they forgot to take notice of little personal happenings for these columns
— but it was observed by someone that
the name of a certain song should have
been "The Alice Blunt Gown"...There was a pretty suave joke, too, about a bunch of violets which another young lady was wearing....Wish those reporters had concentrated on items for this column! Yo, ho, ho! Here are a few just arrived from a

DINNER-ISMS (By C. K.)

Pepster.

Yo Ho—Did you notice any movie celebrities at the dinner? With most of the companies producing on the West Coast, it was hardly expected many of the stars would be present. However, Monty Banks, the comedy star was there and very talkative too. Ask Walter Mackintosh or Claude Keator.

The strains of Dixie brought our Southern members to their feet amidst much hurrahing, yelling and handkerchief waving. This number was probably suggested by the new officers who corralled a lot of Southern votes.

Cliff Lewis and Rodney Bush were giving a dialogue at table No. 32 to the amusement of their friends. This sterling duo should have appeared on the stage where everybody could have heard their funny sayings. In fact, they are just as good at rehearsals as at regular performances. It is understood that this pair will perform at social gatherings where the guests aren't particular about the performance, for a very small fee.

Miss Gertrude Berg—a man? Mr. Gus Grist—a woman? Well, that's what the entertainment committee would have you believe. This error was disclosed when the respective parties received their tickets for the dinner. However, this didn't keep them from attending and having a right good time.

PEP-O-GRAM'S PASSING SHOW

Charlie McCarthy, publicity manager, en route to the Hollywood Studio to attend to the flow of world-wide publicity while Arch Reeve recovers from a serious illness.





ART EDITORS

Ray Freemantle

Saul Schiavone

Albert Deane Editor

Contributing Editorsall members of the

Gearamount-Geb A CLAN OF "GOOD PELLOWS

Paramount Building, N. Y. C.

Vol. 4, No. 2

December 15, 1927

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LOOKS LIKE BEING OUR FINEST CHRISTMAS

The tremendously heart-deep signifi-cance of Christmas is ever with us, and signifithere is much more to it than the generally accepted idea of gift-giving. In truth, we don't give gifts as material things at Christmas time, but only give them as symbols of a sense of service to those whom we love and esteem. It has been these symbols, and not a habit of gift-giving, which have kept the true spirit of Christmas alive in these days when speed and snap and scurry have made life a rather difficult thing to keep pace with.

And of all the Christmases within the history of the Paramount-Pep Club, this one is destined to be the finest of all.

Club is making certain of that. Take the case of the Co-Operative Buying Committee, for instance, and the manner in which it has made the mission of purchasing these gift symbols of Christmas a pleasant and a saving one. The Chairman and members of this Committee have shown an initiative and diligence which have contibuted more than materially to the Spirit of Christmas; and for their part, the members of the Club have responded to these efforts in a manner which fittingly expresses our belief that this Christmas will be the finest and happiest of them all.

funds before fun

THE CLUB HAS A SOUL AS WELL AS A SPIRIT

Almost two weeks ago, one of the Paramount-Pep Club Members walked through the Valley of Shadows to the Great Rest from which there is no returning. Her passing was cruel in its awful suddenness, and in the anguish which it brought to her bereaved Mother and to the host of friends

who dearly loved her.

In the bitterest hours of this great sorrow, the Club truly revealed the soul which is the innermost guide of its destinies. For while the Dark Angel was hovering nearer and nearer, members who counted no sacrifice too great were giving of their hours of leisure time and of their energies to make the fight a braver and stronger one. were valiant workers and their efforts were sublimely stirring, even though they were fighting against greater odds than man could cope with.

We stand to salute them, and although we know them all by name, they would not thank us to print their names here, nor would they even sanction it. Theirs was the service of aiding a fellow member, and self-glorification was as remote from their

minds as is the farthest star.

But by their action they have truly revealed the depth of the soul of the Paramount-Pep Club; and a Club that is so equipped with the divine sense of heeding and caring for the sufferings and innermost feelings of its members, is a truly great organization indeed.

We are more humbly proud of our Paramount-Pep Club than we ever were before!

PARAMOUNT LEADERS ON ANNUAL STUDIO INSPECTION TRIP



Adolph Zukor

For the past few weeks the Pepsters in the Hollywood Studio have had the extreme good fortune to have with them our President and General Manager—Mr. Adolph Zukor and Mr. S. R. Kent. These two great Paramounteers have been paying the Studio their annual visit of intrest, and this year their visit has coincided with what is perhaps the greatest and certainly most successful production season in the organization's history.



S. R. Kent

CLUB MOVING FORWARD WITH A SNAPPY ZEST

We call for an alliance of the news in this issue with your own powerful interest to bear witness to the splendid, snappy and sure-footed fashion in which the Club is moving ahead towards its promised unsurpassed greatness. Whole-hearted participation in sports, new-found energy for the contributing of material for these columns, generation of corking good ideas for the furtherance of the Club's funds, unparalleled interest in the general meetings of the Club—these are but a few of the indications which tell of the grand era of activity which the Club is now embarked upon.

And now that the Club is moving ahead in this fashion, let us apply the good old axiom of keeping it rolling ahead in irresistible fashion.

WHAT DECEMBER'S GENERAL MEETING PROMISES

By L. S. DIAMOND Chairman, Entertainment Committee

The first de luxe Paramount-Pep Club meeting is being held on the mezzanine floor of the Roosevelt Hotel on December 13th.

The business session of the function will start at 7 P. M. promptly. At about 8:30 P. M. the dancing will start to the strains of our own Paramount-Pep Club Dance Orchestra.

During the evening we will put on several entertainers for the benefit of the membership. One of the features will be the presentation of the two winners of the music contest held by the Atwater Kent Radio Hour over station WEAF. Each of these contestants receives a five thousand dollar prize, in addition to a two year course at some foreign musical conservatory. Other singers and entertainers will also be present.

Since this is the last meeting before the Christmas holidays, we will have the meeting room set up with a decorated Christmas tree and we will hold a package party in connection with this event.

Each member will be requested to bring a package which will be placed in a suitable container and at a given time each member present will help himself to one of the packages.

Since this is the first affair of its kind under the new administration, we expect to make it a rip-roaring success.

PARAMOUNT'S BASKETBALL FIVE IN 1st GAME HAS NARROW WIN

On Thursday evening, December 1st, the Paramount basket-ball team won its first game of the season. Playing against the Consolidated Laboratories team at Savage's Gymnasium, Columbus Circle, they swept in victors by the narrow margin of 20 to 19. Paramount's five were Krassner, Keenan,

MR. LASKY HAS GREAT PRAISE FOR STUDIO PEP CLUB

Recently returned from one of his periodic visits to the Hollywood Studio, Vice-President in Charge of Production, Jesse L. Lasky, had great praise for the activity of the Studio Pep Club. They have a powerplus bunch of committees, an enthusiastic line-up of members, and a boundless energy in both sporting and social activities.

Fully cognizant of the good-natured rivalry existing between the Paramount-Pep Club and the Studio Pep Club, Mr. Lasky believes that they will both win in the race—the Paramount-Pep Club will be the best Paramount-Pep Club in the world, and the Studio Pep Club will be the best Studio Pep Club in the world.

WELFARE DIRECTOR VISITS STUDIOS



Dr. Emanuel Stern, Chairman of the Welfare Committee, and Medical Director of Paramount Famous Lasky Corporation, is paying his periodic visit to the Hollywood Studio. While there he will inspect

the new restaurant which is renowned as being the finest of its kind on the Pacific Coast.

Pratt, Helt and Davis. Krassner was a former N. Y. U. captain; Keenan is considered the best guard on Long Island, Pratt was a member of the Rochester High School team that won the N. Y. State championship. Helt and Davis are intermediate champions of Staten Island.

The sensational basket of the evening was made by Helt. Exceptionally fine performances were also given by Pratt and Keenan. Seymour, Alexander, Clark and Clinton also played during part of the game.

Dancing to music supplied by a fine fivepiece orchestra preceded the game, and there was more dancing during the halves.

An attendance of 400 looked on.

Club members are urged to note that Paramount has a mighty fine team, and that those who attend the game as spectators will be supplied with the thrill of a lifetime. There is also the very special added attraction of the dancing.

And remember this, too—the encouragement a team receives from the gallery has a mighty lot to do with its winning or losing.

Page Four

VICE CHAIRMEN OF THE 1927-28 PARAMOUNT-PEP CLUB COMMITTEES



READING FROM LEFT TO RIGHT: Sally McLoughlin, Alvin Adams, Bert Adler, Albert Hollis, Edward Corcoran, August Harding, Charles Lomax, Joseph J. Doughney, Fred Becker, Lillian Langdon.

RECOVERED. Miss Tess Sternberger, private secretary to R. M. "Dick" Blumenthal, was threatened with a nervous breakdown. But we're happy to relate that a visit of more than a week to Atlantic City has brought her back into the Foreign Department looking happy and in splendid health.

COPY HOUND! Mickey Uris, one of the princes of wit and wisecracking, has moved up one desk in the Advertsing Department, to the copy bench recently occupied by James Barton Zabin. That brings him James Barton Zabin.

PEP'S OWN NOTICE BOARD

Miss Irene F. Scott, Chairman of the Educational Committee, advises that the Speed Class meets regularly on Monday evenings at 5 p.m. in Room 803. All interested should bring note books and

pencils. And— Miss Scott also advises that a class in Parliamentary Procedure will be formed shortly. Potential and prospective future officers of the Paramount-Pep Club, and other organizations of like nature, should familiarize themselves thoroughly with this subject. Those in-terested should consult with Mr. Alvin Freisinger, Room 701. And-

Miss Scott also issues a reminder that the library in the Salmon Tower Building, 11 West 42nd Street, is ready to serve Pep Club members at any time. They have all of those books which you have noted down in your "must not fail to read" list-and a lot more that will make you glad that you did not miss

The L. Y. L. League seems to have an almost 100% membership. A recent investigation around the corridors and dressing rooms of the building revealed the fact that less than one-half of one percent had omitted to join. The L.Y.L. League is the "Lock Your Lockers League," and Joseph P. McLoughlin, office manager, is chief organizer. about forty-four inches nearer to the sunlight of 43rd Street. Mickey-Al Adams tells us-is turning in some mighty snappy copy for the press books.

RADIO. Those who have seen the set built by R. B. Rasmussen for Ed Corcoran are loud in their praises. R. B. might have quit Auditing and gone into the radio business were it not for one thing. You seeauditing is tremendously appealing to him; and he only builds radio sets for his friends.

INTRA-ALIBI JEALOUSY. It seems that the Association of Confirmed Subway Breakdown Alibiers has received a severe slap in the nickel slot. For years they have gone along their late-at-the-office ways, with their minimum of lateness set at fifteen minutes and their maximum at an hour and a half. And now a cranky little ferry-boat has nipped their leadership away from them. The sputtering little craft, plying from Kill Van Kull to Bayonne (Say, how d'ye expect Pep-O-Grams to know where those places are?), broke down in midstream one day last sometime-or-other, and drifted in the crystal clear waters adjacent to Staten Island for two glorious hours. There were a couple of Paramounteers on board, but being good Pepsters, they had started for the office two hours earlier than had other folks supposed to be at their desks at 9 o'clock....Now trump that 'ace'!

JOB NOT FOR SALE. Henry Spiegel hereby gives notice, warning and general admonition that he will not exchange positions with anyone. He warns members that he will shoot on sight those who remark: "Pretty soft for you, with that slow music and show girls!" He emphasizes that much of this notice is directed at Bill Hecht.

JUST A MINUTE! Seymour Schultz recounts a little interlude wherein Jack asked Jim: "Where is 'Minute Street' in Manhattan?" and when Jim said he didn't know, Jack promptly replied: "Sixty-second Street!'



YAWN—AND MINE! Just look here and see what a peep at a copy of Pep-O-Grams can do to the tired constitution of Bobby Vernon, star in Paramount-Christie Comedies. And why not? If we had Frances Lee to hold a copy of Pep-O-Grams before us (like Bobby has), why—well, anyhow, what is your ending to this sentence?

funds before fun

THE "FEEL MY PULSE" BRIGADE

We have a note to the effect that Morris Simpson, of Mr. Michel's Department, is still suffering from the nervous breakdown announced at the last general meeting. Our regrets—and our hopes for a swift and last-ting recovery.

There's another note to the effect that Tom Walsh, the Demon Purchaser, has been away ill for a couple of days. Don't you believe it—Tom is far too busy for any germ of illness to catch up with him.

funds before fun

NEW AND WELCOME PEPSTERS

Membership Committee Chairman J. A. Philipson advises that the following Paramounteers had the Pep Membership degree conferred upon them at last month's general meeting:—Lilyan R. Proger, Doris Meyer, Mary Irene Arnaiz, Winifred M. Rosetti, Charles J. Powell, Anita Siegler, John Primi, Sam D. Bottleman, Gertrude Denleau, Isabelle R. King.

We are also aware of a dereliction of duty in not having reported the following additions to the Club's Membership, the folks concerned having been elected to membership at the previous meeting:—Hyman Uretsky, John A. Hammell, George J. Schaefer, Albert J. Richard, Helen C. Hand, Sidney H. MacKean, Dorothy Holm, Daniel Papp, Ernest Lucas, Ed. Matthiesen, Helen C. McCormick, Walter Leppanen, Ed. F. Corcoran.

Still another duty is to give the correct spelling of the following names which were misspelt in the Anniversary issue:—James M. Ashcraft, George W. H. Britt.

Now if there is anybody prepared to throw the first stone, let him make sure that he has sin—cerity; because we seem to be squared right up to date on this membership question.

A GRAND TIME PROMISED

A Christmas Ball and Military Pageant to which all Pepsters are invited, will be held in the Hotel Astor on Friday night, December 23rd, starting at 8:30. The affair is being staged by the S. Rankin Drew Post of The American Legion, composed solely of men in the motion picture and theatrical business and newspaper men. Messrs. Eugene Zukor and Russell B. Moon are members of the ball committee. The proceeds are to be devoted to making a Happier Christmas for those disabled soldiers for whom there was no armistice, and the distribution of baskets to the widows and orphans of ex-servicemen. Tickets, which are \$3.00 per couple, may be obtained from Mr. Moon (Room 955A) or from Leon J. Bamberger, Room 1252.

ESTABLISHING AN ALIBI



This photograph is of Jack Davis, member of Mr. Michel's accuracyperfect Auditing Department. It comes to us through the regular channels with the express wish that Jack would like it printed. You see, Jack has just joined the United States Cavalry, and he is anxious to establish proof of the fact that his legs naturally performed as outward bound arcs before he commenced taking up military horseback riding.

A supplementary note comes from a friend (?) of Jack's, saying: "Jack has joined Troop F. of Uncle Sam's Cavalry. Since following the suggestion of an autofriend to put snubbers on his Shetland, he no longer uses the mantel-

shelf for a breakfast table substitute."

TRY TO BE BRIEF

One of the things that we like to do best in this publication is to print contributions without having to whittle them down with a blue pencil. So please don't try and spread a paragraph story over a full page. We have a limited space, and we want to get as many items as possible into it. Thank you!

SAFE. An interested reader urges us to refer Estelle Jacobs, who won the sum of \$57 in the Football Pool, to the Safe Investment Department. "Take the tip, 'Jackie,' it's good," says the reader.



Jolly old Santa Claus and his gay prancing reindeer have a large order to fill this year. For they are symbolizing the Christmas message of health that is sent throughout the land in December on the tiny health seals. They combine the spirit of Christmas cheer with the happiness that comes from health as they go out on letters and packages in the big Christmas mail.

And who could be more appropriate than Santa Claus to carry such an important message? Stories about the old elf have been in our hearts since childhood when we heard or recited "Twas the night before Christmas." Legends in other lands about St. Nicholas, who came in the night and gave his Nichotas, who came in the hight and gave his present secretly to help needy ones all have conspired to make the merry old gentleman a beloved figure. And even if, as grown-ups, we may have lost that thrill of mystery and wonder we had in childhood at Christmas time we still associate Santa Claus with the spirit of giving unselfishly.

So this year he is bearing in his pack the biggest gift of all—the gift of good health, without which the world can never be filled with peace and good will toward men. He was chosen by the National Tuberculosis Association and its 1500 affiliated associations as a reminder that everyone during the Christmas season can give the gift of health. In the nation-wide educational campaign their aim is to teach the ways of health so that sickness may be diminished and people may be able more fully to enjoy the blessings of Christmas.

Since 1907 the penny Christmas seals have been Since 1904 the penny Christmas seats have been used to support the work of stamping out tuberculosis. In the past twenty years the deaths have been decreased from 200 per 100,000 to 87 per 100,000 in 1925 in the United States. This means that about 120,000 persons each year have been saved to give and receive Christmas joys.

The machinery for preventing and helping to cure tuberculosis is made possible by funds raised in the annual seal sales. The money used the state in which the seals are in sold with the exception of 5 per cent which is turned over to the National Tuberculosis As-

sond with the exception of 5 per cent which is turned over to the National Tuberculosis Association, the headquarters for the organized work. The public, therefore, supports this movement designed to promote its health and welfare. The seals become health insurance. In the past twenty years the number of sanatoria and hospitals for tuberculous patients has increased from 100 to 600 with from 10,000 beds to 69,000 beds. There are at least 3,500 public health nurses who have been especially trained in tuberculosis nursing. There are over 600 tuberculosis clinics where persons may be examined and keep track of their health. Preventoria, summer camps and open-air schools have been established to safeguard children's health and protect them against malnourishment, careless home hygiene and all that goes toward less home hygiene and all that goes toward making them susceptible to tuberculosis. Re-search work in the best laboratories is car-

11th FLOOR PUBLIX-ISMS

If you happen to be walking around the Eleventh Floor during lunch hour, a bunch of folks saying "Mais oui, monsieur" will undoubtedly lead you to a studious group of pupils being taught to "parlez vous" "Handsome Jack" Pindat, of Publix. Do you choose to want any more pupils, Jack? funds before fun

The girls of the Bowling Club had better be on the lookout for Mildred Tormey's "wicked" right. Reports seem to indicate that it's pretty good. Anyhow, here's hoping that she wins the prize!

funds before fun

Bert Adler's impetuous rushing around these days is indicative of the fact that he is seeking new members for the Club, and is determined that none shall escape him.

funds before fun

Dorothy Maloney is all smiles these days. And with mighty good reason, too. They do say that a certain party recently arrived here from the shores of New Orleans.

funds before fun

Zelda Pyne and Mildred Tormey are steadfastly sticking to their bet that they won't bob their hair again. And it looks pretty bad for the party they have the bet with!

funds before fun

HERE FROM CHICAGO

Ben H. Serkowich, a former member of the Publix Publicity Staff in Chicago, has left the shores of Lake Michigan and established himself in room 957 as a member of Mr. A. M. Botsford's advertising department. The Paramount-Pep Club bids you welcome, Ben

REDUCTIONS (?). Syd. Hacker, who is helping out the Co-operative Buying Squad in this hectic Christmas rush, believes that Maxine Kessler has not as yet abandoned her desire to gain, for she ordered boxes of candy and pecan nuts. How we dieting girls envy her!

funds before fun

EXIT TONSILS! A bouquet of flowers from her co-workers greeted Betty Whaley of the Insurance Department when she returned to her office last week. Betty had her tonsils removed, and we're glad to advise that she is enjoying splendid health now. Maxine Kessler, who was substituting in her absence, has returned to Mr. Savell's Department.

ried on by specialists to help further our knowledge of the disease in the hope that a permanent cure may be found.

a permanent cure may be found.

Besides the above machinery there is also a vast amount of printed matter which helps teach everybody how to live healthy lives. For tuberculosis can be prevented by having plenty of rest, fresh air, exercise, nourishing food and a periodic examination to keep track of one's health. The great trouble is that many people do not realize this and need

track of one's health. The great trouble is that many people do not realize this and need education about daily living.

Christmas seals, as they go out over the country reminding grown-ups and children that they all have a part in making the world healthier, form one of the most vital parts of the health machinery. And who could be a healthier reminder than the rosy, eternally-blooming old Santa Claus!

EUGENE ZUKOR RETURNS FROM PARAMOUNT OPENING IN PARIS



Eugene Zukor

The speedy Olympic nosed her way up through last Wednesday morning's fog and brought Mr. and Mrs. Eugene Zukor back to the New York they had left just six weeks prev-They had iously. sped across the

Atlantic in company with Mr. and Mrs. E. E. Shauer, and Melville A. Shauer, for the purpose of being present at the sparkling opening of Paramount's gorgeous new Paramount-Vaudeville Theatre in Paris.

Mr. Zukor was tremendously enthusiastic in his account of this opening, for the event was to Europe what the opening of the Paramount Theatre, New York City, was to America. The theatre is Europe's finest, and a worthy upholder of the grand traditions of the Paramount organization.

Our Chairman of the Board of Governors for several years returned in excellent health, and brought grand news of the ac-tivities of Paramounteers in the several lands of the Foreign Legion which he visited. In addition to Paris, he also visited Rome, Berlin, Brussels and London.

QUESTIONS FROM THE 6th FLOOR

Did you know that Walter Hanneman is growing a moustache, and looks like-well, use your own imagination?

Did you know that Charlie Reilly has bought a second-hand Chevrolet? And that he's so proud of it that he didn't even read the ads about the New Ford?

funds before fun ACCOUNTS FROM THE ACCOUNTS

The Accounting Department welcomes its new and classy comptometer operator, Lilyan Prager. It was Tom Cronin, "the guy who knows wimmin," who endorsed the word 'classy.'

Frank Clark's Larchmont home is closed by winter. Means another new girl, Frank.

Arthur Leonard is blue these days. Helen has tonsilitis.

funds before fun

SOME MORE PUBLIXISMS

Miss Gartner, of Film Rental fame, says that being the only member of her sex in a department has its disadvantages. She can't have the last word in an argument, try as she will. . . . Mrs. Stokes has joined the Glee Club. If you want proof, journey to the Cash Receipts department and listen to Jane trying out her voice—and how!... We hear that Philip Keyes is interested in this Glee Club and we fully anticipate seeing the impressive Phil booked at the Paramount as "The Silver-Throated Songster." This same Philip Keyes recently deserted the eleventh floor for the diverse attractions of the ninth floor. It is said that his motto is "love 'em and leave 'em."

THE SPIRIT OF THE LIGHT says:—

December's two big events have been, the announcing of Henry Ford's "Miss Elizabeth," and the holding of the Pep Club's monthly meeting under such happy conditions as are manifest this evening.

"Oh, Ma!" says, in a letter to his Egyptian friend "Eye Sai":—"Arabians ought to be good film salesmen because they 'know their dates'."

The excellence of the music produced by the Paramount-Pep Club Orchestra has revoked the statute of it being legal to kill saxophone players.

An American member of the French Foreign Legion, upon being released before his time, said: "Don't expect any of that 'Beau Geste' stuff from me." Let's hear a member of Paramount's Foreign Legion say that to Mr. E. E. Shauer!

The craze for bestowing titles on new Paramount pictures is certainly sweeping Home Office. Someone even brought the same spirit into the Pep Club by nominating the line "Funds before fun" as an incentive for putting the Club on a rock-bottom financial basis.

The great hobby of the year in Home Office is the game of bestowing titles on Paramount pictures that



John Butler

"GIMME A SNAPPY TITLE!"

are being made. Young and old are entering into the contest with a zest closely allied to pep, and John W. Butler of the Production Department is having a great contest of his own separating the wheat from the chaff among the thousands of suggested titles. The aims of those entering the contest are purely altruistic—the fact of \$100 being given the one who supplies the winning title for each picture having nothing to do with the case.

Among the recent prize winners is Advertising Manager Russell Holman, whose fertile brain gave forth Wife Savers" as the title for the new Beery - Hatton picture which has passed through more title changes than half a cat's lifetime.



Russell Holman

Eddie Ugast, too, has brought additional fame to the Domestic Ad Sales Department by bestowing the title of "Feel My Pulse" on the next Bebe Daniels picture.

Titles are still wanted on the first George Bancroft starring picture, on the Richard Dix picture now being made under the title of "The Traveling Salesman," and on the Florence Vidor picture, "Doomsday."

MARIE DEUTSCH

Jan. 16, 1903—Nov. 30, 1927

Beloved of her Co-Workers
A Loyal Paramounteer
A Regular Fellow

PEPSTERS. We print herewith one of the many striking tributes to the esteem and affection in which the late Marie Deutsch was held by her fellow-workers:

MARIE

She was here

But yesterday we felt the joys—Of her presence.

Delicate flow'r

Whose petals drooped— E'r the Springtime of life had begun.

She was here

Vibrant with youth and inspiring

Loving life-

For what it is— From morn until the day is done.

She is gone

But in our memories—she will linger.

Golden hair-

To crown a radiant smile

Lilting laugh

That scattered gloom and sadness-

All are gone-

But in our hearts
She will ever linger.

Louis Notarius.

SALE-TIME SNAPS (BY "BARGAIN")

A grand time of good-natured bargain hunting marked the opening of the first day of the sale (Wednesday, December 7)...Leo Lalanne purchased no less than a beautiful necklace, a fancy pin, and an umbrella for "sister." Whose sister, Leo?...J. A. Philipson took home three pieces of silk lingerie. He says that he doesn't know their names....Helen Fine never smokes cigarettes. Evidently her boy-friend does, for she purchased a 'Classy' dunhill...Ruth Johnson bought a blue necklace and a ditto bracelet to match her blue eyes. Friend Hubby will foot the bill....Maxine Kessler purchased an electric train for her nephew. What a grand time those two kids will have!

funds before fun

REGARDING A SUPERB WATCH

A member of the Paramount-Pep Club in good standing, has a superb watch which he announces for sale. It is a timepiece of the highest grade, a Howard, with a case of white

gold, 17 jewels, and is complete with chain. It will stand appraisal by the city's foremost watch experts, and the price is truly a bargain. Bear well in mind the significant details already given; and then, if you are interested in the purchase of this watch, please address your inquiries to the editor, who will be pleased to forward them to the owner of the 17-jewel, white gold Howard with chain.

funds before fun

TEN HAPPY YEARS. The day of publication of this issue, December 15th, marks the completion of ten years of Paramount service by Miss Minnie Waxelbaum. Her genial personality, pleasant smile and her willingness have contributed towards making her one of the most liked members of the Audit Department. Were one to compute all the figures Minnie has typed in ten years, even though they mount into the millions they would fail to express even but a small part of the good wishes her associates extend to her for the future.

funds before fun

REAL NEWS FROM THE REAL ESTATES

Our room 1010 correspondent slips word to us that the amiable Edwin F. Jones (reported on the "Feel My Pulse" list elsewhere in this issue), is convalescing after an appendicitis operation, and is all eagerness to be back on the job.

It is further told to us that "we can have our Gold Rooms, Green Rooms and other famous rooms in famous hotels," since there is not one of them that can compare with the famous Blue Room Apartment of which Henrietta Betchuk is the proud possessor. Even in its present almost-finished state, it promises to be the big topic of many a discussion once her co-workers are invited to pass the sacred portal. It won't be long now!

LOTS OF FUN TWO NIGHTS FROM NOW

Paramount's Team has entered the Movie Basket Ball League—and promises in advance to win the Pennant.

The first game is to be played two nights from now at the Savage Gymnasium, 59th Street and Columbus Circle. Their opponents will be Metro's Five. Tickets are \$.50 (That's fifty cents, not fifty dollars), and this price includes dancing after the game until midnight.

Why of course you'll be there!

A PROMISE KEPT. Six months ago, Estelle of Publix, winning \$75 in a pool (Was it a swimming race?), promised Rose a bar of chocolate out of the first 6 months of interest on the sum. A few days ago, Rose got her chocolate.

PARAMOUNT PEPSTERS ABROAD

Honorary Vice-President E. E. Shauer, and Past-President Melville A. Shauer, are continuing their survey of Paramount conditions in Europe on a comprehensive scale, according to the latest advices received by the Club's officers. Both com-



E. E. Shauer

pany executives were present at the opening of the lavish Paramount Theatre in Paris, and both before and since that time

they have covered a tremendous amount of territory.



Melville A. Shauer

London, Berlin, Romc, Paris, Brussels and other great cities have had visits by them, and in all places they have received superenthusiastic welcomes from the Paramounteers in the offices there.

Although Mr. E. E. Shauer has been to Europe a great many times in his capacity of general manager of the entire Foreign Department, this is Melville Shauer's first visit to Europe in civilian clothes, he having been there on a previous occasion as an officer of the A.E.F.

According to present plans, Mr. E. E. Shauer will return within a few weeks, while it is possible that Mclville Shauer will remain to study Ad Sales conditions still further, since in addition to his duties as Domestic Ad Sales Manager, he is to take over the duties of Ad Sales Manager for the entire world.

funds before fun

FROM THE STOREHOUSE PEPSTERS

Catherine Hagen has been transferred from the Storehouse to the Home Office Puchasing Department. Our best wishes for her success....Apparently the Home Office motto is: "You may linger at the Storehouse, but we'll get you in the end. Edward Gough, one of our shippers, is taking aviation lessons at Mitchell Field. We had not suspected him of being a high flier, but there was a time when he was truly 'up in the air'—the night he received the wooden turkey on Thanksgiving Eve....
Harry Kassell now carries a cane on Sundays and during the week a red light. What's the light for, Harry?....Harry Bullock is second lieutenant in the Boy Scout Club in Rockaway. He carries an umbrella, rain or shine, as practice in the art of using sabre....It is suspected that Lillian Weinberger's engagement ring finger will be carrying a big sparkler pretty soon.... Mary Jakimowitz, of the printing room, is the female lightweight champion of the Storchouse. For exercise she punches holes in paper....Charlotte Schlauch has been named the Sphinx of the Storehouse.

A BRIEF RESUME OF THE LAST GENERAL MEETING

On November 15th last, an almost record attendance of the Club members, sitting on desks and overturned w.p.b.'s in the eleventh floor well, heard the proposals and discussions which directly led to the pleasant surroundings in which this, the following general meeting, is being held.

eral meeting, is being held.

President Trotta, using somebody or other's desk as the recipient of his gavel's buffetings, spoke his pleasure at addressing the meeting, and took the record attendance as an augury for the success of the current year. He called for reports from the

various committee chairmen.

All reported splendid progress. Louis S. Diamond, protesting against the holding of general meetings under such conditions as the one he was addressing, advanced the proposal which is its own vindication this cvening. The Chairman of the Co-operative Buying Committee, Alice Blunt, promised wonders in the bargain line for the Christmas sales, and has been delivering the goods ever since. Chairman of the Rules Committee, Leon M. Savell, asked the members for proposed suggestions in the changing of certain rules. The best of these suggestions will be broadcast among the members.

Briefly, all of the chairmen reported progress and a bright outlook ahead. The Ways and Means Committee, comprising the Chairmen of the various committees, is doing herculean work in consolidating the Club's finances and in the raising of an adequate sum of money for the super-suc-

cessful functioning of the Club.

funds before fun

STRIKE UP THE BAND!

We take considerable pleasure and pride in predicting a big and important success for the Para-mount Pep Club Orchestra, and one of the major contributing factors in this success will be the sterling tuition and inspiration given its members by its honorary conductor, Irv-Talbot, ing Musical Direc-



IRVING TALBOT

tor of the Paramount Theatre. Already the Orchestra has shown splendid progress.

She—The Lord made us beautiful and dumb.

It—How's that?

She—Beautiful so the men would love us—and dumb so that we could love them.

AN AUSTRALIAN EXPRESSION OF THE CLUB SPIRIT



An International Interpretation of THE PARAMOUNT CLUB

The Pep-O-Grams files have given up this Australian cartoon expression of just what the four letters in the word "Club" stand for, so far as the Paramount Pep and Punch Clubs are con-The cerned. Pep Club vou

of course know, and the Paramount Punch Club is an organization fashioned along similar lines, with the Paramounteers of Australia, New Zealand, Java, Straits Settlements and Chang-land (Siam) as its members. The Punch Club has a membership of about three hundred and was formed in 1921 by John W. Hicks, Jnr., managing director of the Australian organization.

funds before fun

CAN'T HAVE IT AGAIN! Edwin Jones of the Real Estate Department is certain of one thing — he can't have an appendicitis operation again. He and his appendix parted company for good around about December 3rd, and as this issue of Pep-O-Grams went to press he was doing splendidly.

funds before fun

\$20 GOLD. Here's half the treasure of the Spanish Main being offered by Publix Theatres for the best name for their stage bands. Proposed names need or need not include the word "Publix," though it is preferred that they do. Contest ends December 20th to make the award a Christmas gift. Send suggestions to Mr. Botsford.

funds before fun

FROM EUROPE. Frank Cambria, of the Publix Production Department, is back from Europe with a flock of production ideas gathered during three months of travel.

funds before fun

THE PEEP SHOW. The rehearsal rooms on the ninth floor over the theatre still continue to be a magnet that attracts a stream of workers who somehow or other find that they have business in that part of the world. Here's a tip, however—swallow a draught of H. G. Wells' "Invisible Man" fluid before you go there, because there's a pretty tough edict directed at those who would loiter in the vicinity of the dancing damsels.

funds before fun

SPARKLE! SPARKLE! Rona Yablon, that beautiful typewriter destroyer in Ed Olmstead's office (as our correspondent describes her), is sporting a luscious sparkler on the well known finger of the well known left hand. Miss Yablon clearly indicates her pride in the ring, and slyly mentions that the donor is a D. D. S.

TWELFTH FLOOR—ISMS

Eva Rigney, the type men prefer, was giving an exhibition dance, and now the boys are anxious to take private lessons. But they don't stand a chance. (She's a man-hater?)

Pauline Hicks is strutting around with a new anklet. "What price fashion."

Was the Glee Club organized for the benefit of Adelaide Donohue?

At least one of the members of the Sales Statistical Department has taken advantage of the opportunity in reduced prices called to our attention by the Co-Operative Buying Committee. John Gentile has had a permanent wave done at Roberts and hopes it stays permanent for some time to come.

The members of the Sales Statistical Department are thinking of presenting Mortimer Cohen with a pair of "Rubber Heels"

for Christmas.

A Fresh Air class has been organized on the twelfth floor. Exercises start promptly at 4:00 P. M.

Anna Stumpf is one of those very few fortunate girls who doesn't have to worry about diet. It isn't very often that she can't dig up a sandwich on a short notice. Really, Anna, why don't you bring some coffee in to make a square meal of those sandwiches?

The girls of the Contract Department wonder where Laura Sheller gets her Parisian creations. C'mon Red!!

Jean Cadger, one of the Paramount Veterans of the Contract Department has been assigned to Tom Conroy's desk. The entire department extends best wishes for her continued success.

funds before fun

OUR STAGEDOOR KEEPER. Thomas Olshansky Shannon, the young-old Pepster who knows whom to let in and keep out at the Publix ninth-floor rear reception desk, has brought about the reform that will guarantee his part of the building getting adequate representation in Pep-O-Grams hereafter. Henry Spiegel of the Reporters Committee has undertaken to gather in the news from Pop for Pep hereafter. Pop greets all the young ladies who want work in the Publix shows, and says that his job is not for sale.

funds before fun

ADDITION TO THE "FEEL MY PULSE" BRIGADE. Marion Hecht, the dashing blonde in Leon Bamberger's office, is having a serious bout with illness. Since the last issue of Pep-O-Grams she has divulged that the donor of "The Paraniount Light, Jr.", which she is carrying on her left hand, is an M. D. whose (first name is Eugene.

Be Sure and Write To Your Nearest
Pep Reporter About It.



Homer Traw is the proud possessor of a brand new "Cadillac," disk wheels, 'neverything. Promptly at five, it's "Home James" for all the books.

When Mr. Weiss moved to his present quarters he thought his window problems were solved at last. Reports have it that he is suffering from a heavy cold through being so near the window. Page the payroll dept!

May Oman has decided that the Holland Tunnel is not such a wonderful engineering feat after all. When in pleasant company, it is better to linger just a little longer on the ferry.

The French class, under the able tutelage of Monsieur Pindat, is progressing rapidly. One of the students attended a French dance and was able to "Parlez-voo" with all the cute little Frenchmen. "Oh, la, la, Ida."

People talk about the wilds of Brooklyn, but you should hear Maude Jackson tell of her weird experience trying to get to New Jersey.

The sincere sympathy of the Club is extended to Joseph Weinstein of the Comptroller's Dept., who lost his mother a few weeks ago.

Scott Lett—"Some department, Hinchy!"
Hinchy—"Not a department, Scott—a harem."

Lost—A platinum bracelet set with blue sapphires. Will the good "Angel" please return to owner.

Walter Stokes had more to be thankful for this Thanksgiving than last. He won the turkey that was raffled off in the Publix Accounting Dept.

We are wondering if the red ties worn by Bert Adler are in celebration of his recent promotion which was brought about by Mr. Behr being transferred to the Theatre Purchasing Dept.

A NOTE ABOUT NOTES. This was overheard near rehearsal room No. 2 during the Pep Club Orchestra rehearsal:

ing the Pep Club Orchestra rehearsal:
WHAK: "Some jazz band, eh!"
WHAM: "That's better'n a jazz band—
that's the Pep Club Orchestra."

WHAT A NEW PUBLIX THEATRE MEANS TO SOME FOLKS

Jack McInerney is back at the Crossroads of the World after spending three weeks on the Mezzanine of the World at Denver. His business out there was that of telling the Rocky Mountain states all about the new Denver Theatre.

Rodney Bush, another Publix advertising expert, is "way dahn south in Alabam" attending to the opening ceremonies of the new Alabama Theatre. He has promised to bring back two quarts of sunshine for every Pepster—if he can devise some means of carrying the sun-glitter.

funds before fun

SHE'S BACK AGAIN. On another page we have reported Marion Hecht ill; and in this paragraph we are reporting her back at her "Hundred Percenter" job again, well and happy, still flashing "The Paramount Light, Jr.," and naturally still talking about Eugene, the M. D.

funds before fun

TO MARKET! TO MARKET! TO BUY CHRISTMAS GIFTS



Next to a compound interest account, the very best way to save money is to take full a dvantage of the acres of opportunities provided by the Co - operative Buying Committee which is now functioning in full blast under the expert chairmanship of Alice R. Blunt. The

situation is very much on a par with the celebrated "Everything for Sale" state of affairs, and testimony of this is to be found in the daily mimeographed reminders which have been distributed throughout the organization of Home Office.

There was a peach of a sale on the 8th floor last Wednesday and Thursday, and those who rolled along with their pockets filled with money, and their minds in the right frame, copped a series of bargains ranging all the way from nuts to necklaces, and from cinnamon to cauliflowers.

Seriously, though, Miss Blunt has brought a marvelous line-up of bargains into range, even many of the celebrated Fifth Avenue houses succumbing to the lure of her persuasiveness. Even Vantine's, Glittering Trading Post of the Exotic Orient, came to light with a discount which went all the way to 20%—and if that isn't an achievement you'd better scratch the word from the dictionary.

OYEZ! OYEZ! BARGAIN FIENDS!

While our Thanksgiving Sale of Turkeys, Candies, Cakes and Nuts went over big, I have heard remarks from various members to the effect they did not know of any sale taking place. The Committee, therefore, has decided to bring the Christmas Sale to the attention of all members thru Pep-O-Grams.

For the information of all concerned, the following gives an approximate idea of savings effected on the Thanksgiving Sale:

111 Members participated in the sale.

SALES

74 lbs. Candy, Approximate saving 13.62

\$188.11

We will have the same goods on sale for Christmas. The Fruit Cake, Candies and Nuts will be the same prices as quoted at Thanksgiving; while the Turkeys will be at the same rate of saving, the price depending on the wholesale market at that time.

PRICE LISTS OF GOODS ON SALE WILL BE DISTRIBUTED TO EACH MEMBER ON OR ABOUT DECEMBER

15, 1927.

Alice R. Blunt, Chairman Cooperative Buying Committee funds before fun

ORANGE BELLS AND WEDDING BLOSSOMS! Now that the New York and Peoria newspapers have carried the splendid news, Pep-O-Grams feels privileged to announce the engagement of a fellow Club member, Donald L. Velde, to Miss Edith Madeleine Curtis.

Donald is a member in good standing, and is the Ad Sales Representative for the Middle West district of the United States. For one year he was Ad Sales Manager of Mr. Shauer's Foreign Division, relinquishing that post to return to the Domestic De-

partment.

Miss Curtis is a member of a very promi-

nent Staten Island family.

Pep-O-Grams is more than happy to express, on behalf of all members, every good wish for the future of these fortunate young folks.

funds before fun

OUR REGRETS. Jeanette Mendelsohn, secretary to Mr. Spidell, met with an automobile accident while going on her errand of mercy to the home of our late member, Miss Marie Deutsch, on the evening of Friday week. The car she was riding in was driven by Sally McLoughlin, and is owned by Office Manager J. P. McLoughlin.

The car was very badly damaged and

The car was very badly damaged and Miss Mendelsohn was confined to her home for several days, suffering from bruises and abrasions. Miss McLoughlin escaped un-

scathed.



PARAMOUNT'S BASKET-BALL TEAM. Back Row: H. Helt, Joe Sweeney, Paramount-Pep Club Vice-President, and acting coach; Ray Pratt, manager. Front row: Walter Seymour, Stewart Clinton, Jack Davis, Irving Kraesner.

Seymour Schultz, one of the live reporting staff of Pep-O-Grams, sends us this verse with the expressed belief that there is a pretty good message in it; and that we concur with his expressed belief is itself expressed in our action of reprinting Mr. Guest's verses here. Mr. Guest, incidentally, happens to be one of the "guests" that the average American home delights in having stay permanently.

THE LOST FRIEND By Edgar A. Guest

He comes no more To my office door, My friend of a year ago. We shall never meet On the crowded street, Exchanging a glad hello!

Time was I thought, As a comrade ought. That ever his friend I'd be; But our paths have turned, And now I've learned How little he valued me.

He passes me by With a downcast eye; He dodges me when he can, I saw him today As I walked his way, And my one-time playmate ran!

So no tears I shed
For the friendship dead,
Of the man who is still alive;
But who comes no more
To my office door,
Since I foolishly loaned him "five."

And I show no woe
That he let me go
For the price of a summer hat;
But I say:—"Let him keep
My five. It's cheap
To be rid of a man like that."

Published by and for the Members of the Paramount-Pep Club.

Vol. 4, No. 3

Jan. 10, 1928

First Pep Club Meeting-Dance at Hotel Roosevelt a Sterling And Gratifying Success





Above (at left), Paramount-Pep Club President Vincent Trotta and Entertainment Committee Chairman Louis S. Diamond, with the Atwater-Kent radio singers. In the scene at the right are Messrs. Trotta and Diamond, Vice-President Joseph Sweeney (at extreme right), and Uncle Robert and his Pals, celebrated radio entertainers. Both scenes were photographed during the dancing at the Hotel Roosevelt, December 13th last.



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert DeaneEditor

Contributing Editorsall members of the

sparamount-(A CLAN OF "GOOD FELLOWS"

Paramount Building, N. Y. C.

Vol. 4, No. 3

January 10, 1928

Pep Club Reporting Committee

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THE SPIRIT IN WHICH THE CLUB **FACES 1928**

By VINCENT TROTTA President, Paramount-Pep Club

During this year the Paramount-Pep Club rounds out the seventh year of its life and commences in on the eighth.

When I say 'life' in speaking of the Club I think that a very apt word is used, because the Club is a live and pulsing organization, its members are live units in its great scheme of things, and the aims that it is striving for are live and worth while aims. Built in this fashion. the Club must progress, and this progression must be a co-ordination of the efforts of every one of its members.

It has been a concensus of belief that we made a very excellent start on the current y e a r's activities Greater Than the Last One

The Pep-Club's Second Meeting-Dance

The Place-

THE WINTER GARDEN OF THE HOTEL MCALPIN

The Time—Seven (7) o'clock sharp, so that you can be on time for some important Club pronouncements

Attractions - Dancing to the music of the Club Orchestra, local and out-side talent, and a general good time.

REMEMBER—This Gathering is at the HOTEL Mc-ALPIN, 24th floor

with our Meeting-Dance at the Hotel Roosevelt in the middle of last month. Evolved from the suggestion of Entertainment Committee Chairman Louis Diamond -and actually planned and carried out by him and his committee-this new form of giving the monthly message of the Club's officers to the members, was a complete success. It brought a new atmosphere into the Club's activities: members learned that there were other phases to the Club's activities besides amusement and entertainment. In short, a greater and finer spirit was brought into the Club's midst.

Thus it was that we all came to the dawn of the New Year knowing that whatever we set out to accomplish in the way of making our Club a still finer institution, we could do; because given the correct spirit, we have gone much more than half way to the point of accomplishment.

Tonight, at the second of the Club's Meeting-Dances, you will learn still more of the plans for 1928. Your officers have cheerfully tackled the major task of making the year even more completely a success than any preceding year, and a campaign has been evolved which makes the Paramount-Pep Club's outlook for 1928 as radiantly rosy as that which most happily confronts the Paramount Famous Lasky Corporation. Many of the details of this plan will be given this evening.

What it is principally my desire to tell you, though, is that deep in our hearts we all have the knowledge that our Club is a grand and glorious organization, with

> sterling principles, and a set of aims and achievements that are our own particular pride as well as the envy of our com-

petitors.

And facing 1928 with a backing of such assets as these, we have the unmistakable signs that the cooperation of all members is going to carry us all through a year that will have naught but radiant memories. We feel assured of that co-operation in advance because, knowing you all so well, we could not logically feel otherwise.

THE OPPORTUNITIES OF 1928



By Adolph Zukor

(Honorary President and Life Member)

The political and industrial leaders of America, almost without exception, have prophesied continuing prosperity for the nation during 1928. In this prosperity the motion picture industry is certain to share.

The extent to which each individual will participate in this prosperity must, however, in the last analysis depend on himself. You cannot ride with the tide—very long. You must always, to a greater or lesser extent, determine your own progress; and this mastery of your fate is within yourself whether you realize it or not.

Opportunities are about you in an abundance the world has never seen before. For anybody to ignore the opportunities which America is lavishing on its children would be eriminal. This eompany of ours is typical. All about you are numerous chances for progress. For the Paramount Pep Club, great as its work has been in the past, there are many ways to be of increasing service.

Therefore, my message to the Paramount

Pep Club and its members is this:

Study yourself; study your work; observe earefully the elements that surround you. Then grasp the opportunities which you cannot fail to discover.

To the Paramount Pep Club I wish, in behalf of myself and the officers of the corporation, to extend my very best wishes for another year of helpfulness and prosperity. And to all of you I wish a New Year of happiness and health.

THE NEW YEAR DAWNS ON A GREATER PARAMOUNT-PEP CLUB

I have known many glowing instances of the respect and prestige which Paramount has gained throughout its fifteen years of service throughout the world; but I saw the name 'Paramount' shine with a still finer luster in Paris a few short weeks ago. This was when Marshal Foch, that inspired leader of the Allied Armies during the Great War, left an important dinner at an appointed hour in order to be present at the sparkling opening of the Paramount Theatre.

Though but an incident, this was significant of the wealth of worthy meaning that goes with Paramount.

that goes with Paramount. A Paramount Pieture means supremacy; the Paramount organization and its Trade Mark constitute a possession that is incalculably dear to us; and the Paramount-Pep Club, symbolizing the personal phase of that organization, is



By EUGENE ZUKOR

in the same class of preeminence.

It is this factor which has contributed so mightily to the progress of the Club in the past, and it will be the continued recognition of it which will carry the Club ever forward, clearing all obstacles, fulfilling a higher degree of service. a n d forever gathering newer and sineerer plaudits for its wholesome interpretation of 'espirit de corps'.

And through all of this it is my very genuine pleasure to see a truly successful year for the Paramount-Pep Club in 1928, a year of

safe and sure guidance under officers and committees who can produce the very results you desire of the Club, and a year that will go down in the history of the Club as one which far outranked every one of its predecessors.

AIMS AND IDEALS OF PARAMOUNT WELFARE WORK SPLENDIDLY ADVANCED

The following illuminating article dealing with the all-encompassing and highly gratifying Welfare Work of Doctor Emanuel Stern's Departments, both in Home Office and in the Hollywood West Coast Studio, has been reprinted from "Paramount Studio News," and should be read by every Paramounteer:

MUTUALITY OF INTERESTS IS WELFARE AIM

"The one great end toward which we are working is that of bringing about a perfect balance of mutual interest, understanding, cooperation and coordination of effort between employer and employe. What Paramount expects of the members of the organization in loyalty, service and support, Paramount will give to them in return. That is the realization we want everyone to have.

"The welfare work of Paramount—which includes the medical service—was organized to this end. Today, I feel we can honestly say that long strides have been made toward our goal. We have not yet attained the perfect balance. Possibly we never will, but we will always be working to approach it as nearly as is humanly possible."

This was the statement of Dr. Emanuel Stern, medical advisor and head of welfare work of the Paramount Famous Lasky Corporation, after spending the past week here in the interest of his department, conferring with Dr. H. J. Strathearn, who has made so enviable a record as head of the medical and welfare service at the studio. Dr. Stern, who is chiefly responsible for the manner in which the department has developed in the seven years that have passed

A GRACEFUL TRIBUTE TO "MYKE"



Among the most pleasant happenings that Pep-O-Grams saw immediately prior to the celebration of Christmas, was a gesture of gladness tendered to M. H. "Myke"

"Myke" Lewis Lewis by his very splendid staff. On the morning of December 24th this peppy gathering took place in one of the 12th Floor rooms, and "Myke" was made the recipient of a Christmas gift of unsurpassed usefulness and glittering attractiveness. Furthermore, we bear testimony to this additional esteem in which M. H. L. is held by his co-workers: the accompanying card of the gift carried four rollicking lines of verse, the first of which was "Here's to the boss without a peer."

since he began its organization, has made it a medium for service that stands as a model for the entire film industry, if not for all commercial enterprises extant. His duties, today, cover welfare activities in all parts of the world, wherever Paramounteers are employed.

"I cannot speak too highly of the conditions which now exist at this studio in this respect," Dr. Stern continued. "I wish to particularly emphasize the marked changes which I have noted since I was here last six months ago. I can see that the organization of the studio club, which is the most powerful medium for welfare work here, has had a definite influence.

"Its work has unquestionably demonstrated to the lot that Paramount is seeking to promote a closer fellowship between executives and workers. It appears to me that the employes here are happier and more

FIVE VITAL QUESTIONS

- (1) Do you know that the Medical Department is a regular, functioning department of Paramount Famous Lasky Corporation and Publix Theatres Corporation?
- (2) How long is it since you had a thorough medical overhaul?
- (3) Do you visit the Doctor at the first sign of illness?
- (4) Do you know that a few minutes spent visiting the Medical Department can save hours, and even months, of suffering and anxiety?
- (5) Do you know that a minute of care is better than a year of cure?

contented than they were. There is a deeper sense of pride in the fact that they are a part of Paramount, a greater conception that Paramount, at all times, wants and tries to do all it can to help them, individually, to succeed in their ambitions and assist them over the rough spots on the road. It is a sense that is felt unmistakably in the atmosphere of the studio. Certainly, there is room for nothing but praise at this time."

Handle With Care

Willy: "What's on your mind?" Tilly: "Thoughts."

Willy: "Treat them kindly, they are in a strange place."

Made Him Sneeze

First Cannibal: "The chief has hay fever." Second Cannibal: "Serves him right. We warned him not to eat that grass widow."

HOW THE HONORARY VICE-PRESIDENTS OF PARAMOUNT-PEP CLUB VIEW 1928

By JESSE L. LASKY

Vice-President, in Charge of Production

The outlook for the Paramount - Pep Club cannot help but be of the rosiest hue, for the Club is truly a reflection of the Paragreat mount organization, and from the standpoint of production, Para-mount is facing the great-est and most s ucces sfully progressive year in its his-Great tory. Paramount pic-tures of 1928 will far out-



shine the greatest of previous years; and that fact alone, in spelling progress for our be-loved organization, will more than ever spell progress for the Paramount-Pep Club, wherein is reflected the true spirit of the men and women who comprise the living, ener-getic personnel of our organization.

By SAM KATZ

President. Publix Theatres Corporation



We most emphatic ally think of every new year as a twelve-month period that will witness new triumphs and greater advancement for our organization—and Nine-teen Twenty-Twentyeight is no exception to the rule. This year will see the names of Paramount and Publix welded even more securely into the symbol of the Paramount Trad Mark: and

no force will play a greater part in the welding than will the Paramount-Pep Club which so jointly and triumphantly represents the personnels of both Paramount and Publix. Thus, thanks to the Club, we are endowed with still more optimism for the facing of this mighty year of 1928.

By S. R. KENT

General Manager, Paramount Famous Lasky Corporation

Progress and prosperity the motion picindustry can come only through intelligent coopera-tion. This also is true of the Paramount Pep Club. Members of the Paramount Pep Club should cooperate with their officers and one another to further the interests of the club. Those interests are not only for the benefit of this corporation but



S.R. Kent

are primarily for the benefit of the individ-During its Pep ual members. career the Paramount Club has made a notable record. However, in this big organization there are many, many opportunities for greater service both to the company and to its members; and in 1928 I am confident that the officers and members of the club will grasp these opportunities and carry their organization to even greater heights of service and good fellowship. For every member of the Pep Club I sincerely wish a Year of health, happiness and prosperity.

By ELEK J. LUDVIGH Secretary and General Counsel, Paramount Famous Lasky Corp.



congratulate the Paramount - Pep t h e Club on energy and initiative of its officers for the 1928 term, and on the splendid plans already lined up for making this year's activiyear's ties surpass every other efort on record. It should always be remembered that o f one the major tasks of the Paramount Club

Pep Club is that of keeping pace with the ever swiftening progress of the Paramount organization; and from the indications already listed for 1928 I should say that the Club is living up to this ideal aim in most splendid fashion.

By EMIL E. SHAUER

Assistant Treasurer and Gen. Mgr. of the Foreign Department

I have viewed the closing of the old year and the dawn of the new year from a very old part of the worldthe land of the Pyramids. But mу thoughts have been of the future, and of the Para-mount idea mount idea which was so big that it not only encompassed the hard facts of modern business. business, ern but was able to also encompass the human el-ement in busi-



E.E. Shauer

ness, and to make occupation under the Paramount Trade Mark a distinct and under-standable delight. This much I have found in every country I have visited, and I count it as one of the mightiest factors in making 1928 what it will unquestionably be—the greatest year in Paramount history to date.

By RALPH KOHN

Treasurer, Paramount Famous Lasky Corporation



Ralph Kohn

Viewing the 1928 progress of the Para-mount - Pep Club is a comparatively simple matter, for merelŷ means reviewing the progress already made under the new administration and then possess-ing the convietion that such auspicious an beginning can-not help but not help mean still achievements. The Club has gained a great start in what start in

promises to be the greatest year of all: it has capable officers, a progressive program, the undivided support and the undivided support and good-will of its members—and there isn't any force or organization in the world that could set out under happier conditions than these. The entire world will worthily watch the Paramount - Pep Club's properses during 1928 Club's progress during 1928.

VITAL MATTERS DISCUSSED BY WAYS AND MEANS COMMITTEE



A vitally important meeting of the Ways and Means Committee was held in the 12th Floor Projection Room on the evening of Monday, December 19th. Leon M. Savell, who was temporary chairman of the committee pending the re-

Leon M. Savell turn from illness of Morris Simpson, presided. The business consisted of the rendering of reports by the members of the committee, these reports consisting of practical plans for the conducting of the club on the soundest possible financial basis during 1928. Many excellent schemes were propounded and debated, with the final findings assembled for laying befor the Board of Governors.

YOU MUST HAVE DONE YOUR SHARE IN THIS RED CROSS SUCCESS

Throughout the month of November last, the Paramount-Pep Club, under the captainship of Lillian Stevens, conducted the Eleventh Annual Roll Call of the American Red Cross. There was spirited remost sponse to the appeal directed by Miss Stevens,



Lillian Stevens

with the result that a very substantial sum of money was handed over to W. Breese Evans, Roll Call Director. Following this action, the Paramount-Pep Club is in receipt of the Red Cross Association's Certificate of Appreciation for \$271.80.

This was a very practical piece of work on the part of the Club, for not only does it give member a sense of satisfaction in having done something worthy, but it also brings added prestige to our organization.

THEY ALSO CONTRIBUTE. the contributors whose offerings carry no indications of where they come from, are the Pepsters who supply these columns with the -jokes and other pieces of humor you find scattered here and there. These items are not "fillers": they are designed to give you lighter moments in contrast with the heavy technicalities which you might find in Pep-O-Grams. We therefore acknowledge our thanks to the reporters supplying this humor; and we further invite other members to send along their pet jokes-provided they haven't been pets for too long.

(From one of these contributors.) Why will a woman almost risk her life to buy a bargain, but feel insulted if you suggest that she's wearing one?

THE GLAD HAND IS OUT AGAIN

Chairman J. A. Philipson, of the Membership Committee, reports the Club's gladsome acceptance of the following new members at the Club's last general meeting: Benjamin H. Serkowich, Isidore Atterman, Ray Eckerson, Pauline Gilbert, Sidney Feinberg, Herbert Levitan, L. J. Cushing, Marion E. Johnson, Helen C. Gershon, Kenneth Long, Myriam L. Isaacs, Harold A. Joffe, Mildred Chereskin.

May they have long and happy associations with us, attend all of the Club meetings, do their bit towards contributing to Pep-O-Grams, and generally feel that in being members of the great Paramount organization they have taken unquestionably one of the greatest steps in their lives.

A NOTICE TO ALL PEPSTERS

From Irene F. Scott (Chairman, Educational Committee)

"You can send a boy to school but you can't make him think. The Educational Committee is doing all it can at the moment to further the interest of the Club members in the Dancing Class being at present held at the John Murray Anderson School. If this is not a success it is your own fault. The School has been fair and square in its dealings and shows every intention of furthering the interests of the Pep Club members in so far as it is consistent with its financial interests. If you are interested in this work go to it.

"Don't forget the Parlimentary Procedure class that is going to be conducted by Mr. Alvin Freisinger. Every member, both men and women, should not only be anxious, but should be eager to familiarize himself with the proper procedure for conducting meetings

of clubs and other similar organizations.
"The Speed Class is intended to help those who have a knowledge of stenography but who through lack of practice and continual use find that speed is becoming a thing of memory. All those who want to keep up their speed come in and work."

ANOTHER SUPER-BUSY TIME COMING



Judge Frawley

As sure as the calendar is what it is, there is another plus-ultra superbusy time coming for Judge Frawleyand that time is none other than the annual Spring Convention. This manimoth event is looming closer every day,

and its coming means the sorting and systemizing of at least a million details, all of which have to be blended with his manifold everyday duties. Well, Judge, you have at least our moral support in the big job. Count us in on anything else, too.

That Affair at the Roosevelt Continued from Page One

BROTHER HOUSE ORGAN REVIEWS THE PARAMOUNT-PEP CLUB'S FIRST MONTHLY MEETING-DANCE

(Reprinted from The Hundred Percenter)

The Home Office Paramount Pep Club established a precedent in its meetings last week when the members gathered at the Roosevelt Hotel. Heretofore the Club has held its meetings at the Home Office and a strictly business program had been adhered to, but, upon the suggestion of Louis S. Diamond chairman of the entertainment committee, hereafter in addition to the regular business, there will always be a social angle, in that an entertainment will be given with a dance to follow.

A great program was presented under the direction of Mr. Diamond for the first of the "different" type of meetings which was also in the nature of a Christmas party. A special feature was the exchange of gifts. Each member was required to show his gift (to cost no more than 50c) to gain admission. Most of these were later turned over to an orphans' home.

Some of the artists who performed were Uncle Robert and His Pals, well-known through the radio programs of station WHN, and Lillian Eranger, contraito. In addition Mr. Diamond arranged with Atwater Kent officials for the appearance of the winners of the national singing contest recently staged by Atwater Kent over the National Broadcasting network.

Last, but by no means least, the Paramount Pep Club Orchestra, recently organized under the direction of Irving Talbot, musical director of the Paramount Theatre, made its initial bow before the Club, furnishing all the music for dancing. They certainly gave a splendid account of them-selves, and will be much in demand for future Club affairs.

GLEANED AT THE MEETING

By M. S. L.

Did you hear-beg pardon-did you see Helen McCormick's new dress? Red is very becoming, Helen.

Somebody suggested that we put J. L. Brown on a table and have him recite "Edgimication." When it comes to real oratory, come to the

next meeting and hear our own Jerome Novat report on the "progress" of his committee. Take it from one who knows—it's worth while to attend the Pep Club meetings just to

see sweet Alice blush when she tells us about her discounts.

And Sally McLoughlin! The dear thing worried about the whole orchestra.

Ask Florence Munson (one of our dashing redheads), why Mr. Ericsson does not come

HIGHLIGHTS AT THE MEETING

Those unforgettable moments when the President of the Club asked about the nonattendance of Irene Scott who was to speak on behalf of the Educational Committee, and Joseph A. Walsh, who was expected to say something about the activities of the Finance Committee.

The great thrill the members got from the dramatic introduction of the Pep Club Orchestra, with their sparkling playing of "Hail, Hail, the Gang's All Here!"

The monotonous alibi of "Progress!" which excused so many of the committee chairmen from making speeches.

The second thrill, provided by the Orchestra, when the music from this great gang of players went out 'on the air' from station WHN, to mark one of the very few occasions when a Paramount event has been broadcast.

A GREAT PIECE OF CONDUCTING

Club members are loud in their praises for the very fine work of Alfred Stobbi in conducting the Paramount-Pep Club Orchestra at the Hotel Roosevelt on the occasion of the first of the Club's new Meeting-Dances. It was the playing of the orchestra which added so great a measure of success to the event, and naturally it was Mr. Stobbi's work with the baton which played its big share in the performance of the players. Our congratulations to him; and at the same time an expression of our gladness at knowing that he will continue to play so big a part in the undoubted progress of the Paramount-Pep Club Orchestra.

WORD FROM LEGIONNAIRES ABROAD

From several points, in the old world and the new, word has come to tell of the movements of Mr. Emil E. Shauer, and Melville A. Shauer, who are conducting a survey of Paramount's offices and exchanges in Europe and Northern Africa. Shortly before Christmas they were in Egypt; but they left the Land of the Pharaohs in time to be in Athens, Greece, on Christmas Day. From that famous old city (where a Greek can actually meet a Greek and not open a restaurant), their itinerary took them up through Budapest, Zagreb, Serajevo and Vienna to Berlin-and that is the latest advice we have as this issue goes to press.

In a card to the editor, Mel Shauer asks that his very heartiest good wishes be conveved to every Paramount-Pep Club member. He also says how intensely he misses

the familiar faces of his friends.

to our affairs.

Said Rose to Anna: "The meeting was good, but where was the food?"

Mr. Saunders "sure am some stepper."

Club is Enjoying Sports Boom

Ray L. Pratt, Chairman of the Athletic Committee, announces that the following games will be played by the competing teams of the Motion Picture Basketball League. Each of the dates indicated is a Thursday, and where there is an asterisk (*), there will be dancing in conjunction with the game.

*Jan. 12 Pathe vs. Paramount
Fox vs. Metro
Jan. 19 Fox vs. Consolidated
Metro vs. Paramount
*Jan. 26 Pathe vs. Fox
Metro vs. Consolidated
Feb. 2 Paramount vs. Consolidated

*Feb. 9 Pathe vs. Consolidated Fox vs. Paramount vs. Paramount

Fox vs. Metro

COMMITTEE ADDITION. Committee Chairman, Ray L. Pratt advises that Josephine J. Cleary is now a member of the Athletic Committee, replacing Edna Grady, who has left the organization. Welcome to the new post, Miss Cleary!

STOP PRESS

The Paramount Five played the Fox Five at Savage Gymnasium on Thursday, and in a great game Paramount won, with the score standing at 49 to 32. Shults, Helt and Pratt scored 39 of Paramount's points. Every Paramounteer gave a great account of himself, and the attendance showed a gratifying pick-up.

HER SHARE IN A BUSY YEAR



That year of 1927 which witnessed our epochal transfer from Fifth Avenue to the Crossroads of the World was a mighty busy one for Irene Sullivan, who does her share as a Paramounteer as pri-

Irene Sullivan vate secretary to Office Manager J. P. McLoughlin. To Miss Sullivan's lot fall the million and one details which play their part in the smooth running of the personnel of our organization, and the fact that they are all disposed of silently and efficiently is in itself a fine tribute to her ability.

WE HEAR. Henry Jung had his picture taken. Who was the lucky girl to get one of the prints?.... Since Miss Grady left the Contract Department, temporarily, we hear someone sing "Broken-Hearted.".... May Strupp received a diamond ring from 'the boy friend.' But it's only a Friendship Ring—so May says... Mildred Chereskin sported her engagement ring at the Christmas Party. Congratulations, Mildred!....

PARAMOUNT PEPSPORTS ITEMS

Paramount clashed with Consolidated Films at basketball in the Savage Gymnasium on the evening of Thursday, December 29th. Before the sweat of battle had been washed away, the onlookers knew that Paramount had lost by the narrow margin of 46-40. It was a titanic performance by both teams, with Paramount's shining lights being Eddie Hollander and Hinie Helt, the last-mentioned scoring 11 points and Eddie 10. Ray Pratt scored 13, which was termed unlucky because it seems that he missed a sufficient number of fouls to have won the game.

The team is now starting to rebuild itself, this action being necessitated by the absence of Ray Keenan, who was elected captain, but whose injury in the recent Metro game will keep him from playing for the entire season.

Our sports correspondent state that at this game the supporters were principally from the Publix organization, with Paramount Paramounteers conspicuous by their absence. This isn't as it should be—for a cheering force of onlookers is what the other side fears as much as the team facing them.

At the Paramount - Consolidated game the evening was made lighter by dancing to music supplied by the Paramount-Pep Club orchestra. It was great music, splendidly played, and inasmuch as Metro-Goldwyn, Pathe and Fox representatives were also there, the orchestra gained a great and wellmerited boost.

Ray L. Pratt, chairman of the Athletic Committee, has, with the cooperation of the sports goods firm of Spalding, issued a very effective little calendar of the Motion Picture Basketball Schedule for 1927-28. It lists not only the games, but also the ones that will have dancing in conjunction with them.

From the schedule we perceive that Paramount will again play Pathe next Thursday evening, and that there will be dancing. Roll up in good force, Pepsters! Remember what was said about a cheering audience being half the victory.

Between the Christmas candy they ate, and the wonderful display of 'understandings' they witnessed on the 24th, the boys of the Contract Department sure were distressed. FIRST OF A SERIES. Due to the initiative of Irene F. Scott, chairman of the Educational Committee, the readers of Pep-O-Grams are to enjoy reading a series of brief but highly informative articles by men and women of the Paramount organization who are specialists in their respective fields. The first of the series is given you herewith. It was written by Nathaniel Finston, General Musical Director of Publix Theatres Corporation.

FEELING THE MUSICAL PULSE OF A NATION—By Nathaniel Finston

In connection with the Music of the Publix Theatres, probably the most interesting thing about it is the consideration we must take of the various musical tastes of several sections of the Just as country. mother indulges the tastes and appetites of her ehildren, so must we indulge the musical tastes and appetites of



Nathaniel Finston

our patrons all over the land. Therefore, it is quite simple to understand that standardization of a musical policy for our patrons would not be feasible.

The eompilation of our musical needs being based on this idea of variation, our organization is set up to supply these needs as easily and speedily as possible. Most of our work is carried on from our offices here in the Paramount Building. A tour of inspection will find librarians, arrangers, eopyists, musical directors, orchestrators, musical advisors, coaches, all working for a common end, so that Dallas, for instance, may have its special orchestral arrangement, Denver special music to accompany an illustrated seenie, Boston its overture with a presentation on the stage, Des Moines, its musical aeeompaniment to a eartoon picture, and San Antonio, the latest operetta musical overture.

The staff is ready to serve and is organized for fast action to be taken for the proper copying and reprinting of music parts to have these needs supplied on short notice, to our various centers. We also engage singers and players, coach these, gather their musical material, compile and arrange it so that it is best adapted to their needs-all this that the theatre in question will have finished product.

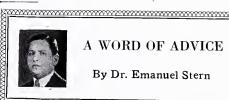
The motto and slogan of the department is—We serve Music, be it vocal, instrumental, geographical, raeial, symphonic, jazz, comic opera, and multiple moods and temperaments.

A LEGIONNAIRE FROM NIPPON

We are glad to have with us for a bunch of weeks, Robert E. MacIntvre, who shares with Tom D. Cochrane the multifold duties of conducting the entire Paramount organization in Japan. Mr. MacIntyre has spent upwards of six years as a foremost representative of Paramount in the Land of the Chrysanthemums, and it was in this executive eapacity that he went through the Japanese earthquake horror of 1923. During this holocaust he proved himself a hero, performing deeds of sheer heroism while the walls of the Paramount head office in Kobe crumbled around him.

Then, with the traditions of the Paramount organization foremost in his mind, he walked and ran the 60 miles to Yokohama with the only actual film record of the disaster, caught the last steamer out of that stricken port, and so made the vital link in the chain which enabled Paramount to seoop the news reel market of America.

Then, still suffering agonies from the injuries received when the Paramount building erashed, he made his way on foot back to Kobe to assist Tom Cochrane with the task of straightening out the organization's affairs and of continuing the supply of films with as little delay as possible. And it was this supply of motion pictures, shown to a disaster-appalled population, which played a mighty part in preserving the morale of the Japanese nation.



A WORD OF ADVICE

By Dr. Emanuel Stern

&_____% is a prevalence of the throughout the City and this is written to draw your individual attention to the fact and to give you a little advice on the prevention of the spread of the common cold.

In the first place, and this is vitally important, report to the Medical Department at once in person when any of the first signs of a cold or sore throat are noted, so that you may be advised not only on how to treat yourself, but also on how to prevent the spreading of the condition to others. Disease is spread by careless spearing coughing blow. is spread by careless sneezing, coughing, blowis spread by caretess successing, coughing, blow-ing of noses, breathing into or talking into another's face, using the common drinking cup and towel, placing things in the mouth or handling articles which others will place in their mouths, carelessly shaking handker-chiefs about and pomiscuous spitting.

In order to avoid getting sick yourself, eat good food without over-eating, have plenty of fresh air, but avoid drafts and use your nights for resting. Keeping the bowels regular is an important factor. Keep away from people with influence, wash hands before eating, make full use of available sunshine. If you cough or sneeze cover your mouth with your handkerchief, get plenty of exercise without becoming over-tired, drink sufficient water. The hygiene of the teeth and mouth is also very important.

To sum up all of the above in one sentence would be impossible; but remember them all and be sure to see the Doctor the minute you feel sick. Remember, also, that seeing him is insufficient if you do not follow his advice.



BETTER NOT BE LATE! A punctual Pepster tells us that Maxine Kessler is now entirely without excuses to account for being late on sunny mornings. It seems that according to our correspondent, a B. F. hung a large timepiece around Miss Kessler's neck, and that with this she has no cause to worry about the clocks at home stopping.

PROFESSIONAL CARD. A correspondent tells us that C. A. Beute, of the Audit Department, and one time first violinist of a prominent New Jersey orchestra, is now a member of the Paramount-Pep Club Orchestra. He shapes up as an excellent addition to that musical unit. He is also a teacher, and those desiring lessons, please call Kearney 4079.

A BIG QUERY. Her scores of friends are wondering if Helen C. McCormick is going to take as grand a vacation trip this year as was her memorable visit to Bermuda a

little over a year ago.

SHE'S BOBBED UP AGAIN! A fascinating member of the Budget Department is reported as "looking her old self" again as a result of her new Parisian 'bob.' Scores of male hearts are also reported as having advanced a number of beats per minute.

HARVARD—AND QUARTERED. The Budget Department has a staunch Harvardite. Endless defeats have failed to stem the tide of his loyalty. It's a grand spirit!

A VISITOR FROM ICELAND. The Budget Department has hardly welcomed into its neighborhood one who must be surely second cousin to Nanook of the North. Bearing no resemblance to a walrus, and only a faint likeness to the aurora autabeboiledinoilus, this personage has been making a practice of opening windows and turning off steam heat when the backs of the other members of the department are turned. It is rumored that there is to be a real barbecue in Times Square, and that the polar personage is scheduled to be the 'bullock.'

A Fine Distinction

Noah Webster was once discovered by his wife kissing a pretty maid. "I am surprised, Noah," said his wife. "No, my dear," Noah replied, "I am surprised. You are astonished."

NOTE IT DOWN. Send your notes about tonight's Meeting-Dance to Jerry Novat for publication in next issue.

REMEMBER THIS ABOUT YOUR CONTRIBUTIONS

What happens to seem funny now, might not seem funny an hour or a day hence; and there is a still greater chance of its not seeming funny by the time Pep-O-Grams is published. Remember, too, that when you write about someone, that he, or she, has feelings; and also that Pep-O-Grams is not only seen by you and by the person you write about, but also by the entire personnel of the Paramount-Pep Club.

Try and always remember that the value of news fades mighty swiftly, and try and always have this viewpoint about the things that you write for publication in the columns of Pep-O-Grams: "How would this item that I am writing look if it confronted me in the headlines of tomorrow morning's

newspaper?"

You know, even better than we do, that there can be no place for vindictiveness, or even prankish fun that is likely to hurt someone's feelings, in the columns of Pep-O-Grams.

Prease give us your kind co-operation in this rather vital matter. We know, unfortunately, that certain feelings have been hurt recently: that's why we are making this plea.

FROM B. F. TO G. F.

NOTE: Our correspondent, who has recently been transferred from one department of Publix to another, headed this contribution "What the B. F.'s gave to the G. F.'s—and Vice Versa," but after diligent searching we find that all of the giving, with one exception, was one-way traffic.

Helen Fine gave her boy friend a 'Fine' Christmas present—a painted portrait of

herself.

Mary Turner's Christmas gift from the boy friend was a beautiful fox. Speculation is rife as to whether this gift has anything to do with the hunting trip he took a few weeks ago.

Now that Irene Lippman has received ice skates for a Christmas gift, it is understood that the mantle-piece is to be cleared for meal service.

Dorothy Maloney's 'sparkler' on the proverbial engagement finger came all the way from New Orleans. So did the boy friend.

TRANSFER: Maxine Kessler, consistent contributor to these columns, has been transferred from the Ninth Floor of Publix to Joseph J. Sweeney's department on the 11th Floor well, right over the Paramount Theatre at the Crossroads of the World. Even the fact of her being tremendously busy has not prevented her from sending at least a quota of snappy paragraphs for this issue.

CONGRATULATIONS TO H. A. NADEL ON 11th YEAR WITH PARAMOUNT



Harry Nadel

When January 1st dawned clear and Harry sharp, Nadel, assistant manager of the Paramount Purchasing Department, awoke with the pleasurable sense of satisfaction that he was starting on the eleventh year of his successful association with the

Paramount organization. It was away back at the start of 1916 that Harry made the never-to-be-regretted move of aligning himself with the motion picture industry's foremost force for progress, and since that time he has forged steadfastly through the ranks to his present high peak of achievement.

The congratulations of every Paramounteer and Pepster go out to Harry A. Nadel in wishing him still greater triumphs

and achievements.

SECOND MEETING-DANCE TONIGHT

Following up the unprecedented success of last month's general meeting and dance at the Roosevelt Hotel, the Paramount-Pep Club is holding its second Meeting-Dance at the same place tonight. A record roll-up of members is expected, for this is the first meeting in 1928, and many important pronouncements are to be made.

FOR TRANSPORT DELUXE

When the thought of the coming Spring Convention rolls around, perhaps the first person thought of is Lawrence "Larry" Flynn, Paramount's transportation manager. The reason for this is obvious, because to "Larry" falls the task of outlining transport schedules, bringing Foreign Legion Paramounteers here from the earth's four corners, booking the Domestic Paramounteers over thousands of miles of railroad, fixing the million and one details with hotels, and generally engaging upon a task which keeps him busy for months before and after the Convention.

And not only that! When the Company's executives go to and from Hollywood, or Europe; when stars travel to and from New York in any direction; when steamers have to be met or farewelled-Larry is on the job, or on the dock, all of the time.

It's no wonder that the electric light point over his desk uses more bulbs than probably

any other one in the building.

A correspondent writes to say that all of the Paramount girls are becoming bowlegged, and wants to know whether to blame this defect onto the speed of the elevators in descending. Do we hear protests? is the dull murmur in the distance merely a signal of confirmation?

F.H.B.-LORD OF PARAMOUNT POSTER PRODUCTION

One of the Paramounteers who wisely took advantage of the Christmas holidays to get out of town for several days was Frank H. Blakely, manager of Para-



mount's department of poster pro-F. H. B. duction. And he had good reason for going, too, for with the ever-increasing development of our organization's production activities, Frank's department feels the added pressure in the preparation of more and finer and bigger and better posters. He has a mammoth task before him for 1928; hence

the trip out of town for several days.
You probably know it already, but the fact is worth stating again that the peppy and colorful posters which originate in Frank Blakely's energy-plus department on the sixth floor of the Paramount Building, are displayed in practically every country

in the world.

A dentist says that he had an absent-minded motorist in his chair the other day.

"Will you take gas?" he asked. "Yeah," replied the absent-minded one, "and you'd better look at the oil, too."

"You're a lucky dog, Bings," said the fellow in the next chair. "They tell me you're making three times as much money as you did last year." "Yeah,"

"Yeah," Bings replied wearily, "but my women folks found it out."

A VISTA OF UNRIVALED BEAUTY

YOU PEPSTERS who have been to the Observation Tower of the Paramount Building know this to be true: you know that the summit of your own Paramount Building gives you positively the finest panorama view in all New York!

B UT DO YOUR FRIENDS KNOW IT? Have you urged them, one and all, to make the 35-story trip to the top of this Building that is so dear to you? Have you insisted that they really haven't lived until they have seen the World's Greatest City spread as a carpet of riches before their very feet?

Admission is a mere 50 cents. There are glasses available at a well-equipped souvenir store right the Observation in Tower.

Remember, Pepsters, it's up to us to keep our Paramount Building forever prominent as one of the four best known buildings in all the world.

EXPLAINING THE "SAMMY COHEN HERALD"

If you are one of the lucky ones, you have received along with your copy of Pep-O-Grams, one of the special three-color heralds designed by Sammy Cohen to announce the first birthday anniversary of his son, Teddy Marks Cohen. Sammy, as you all know, was sent abroad by Mr. E. E. Shauer, general manager of the Foreign Department, to be our Ad Sales Manager in Berlin, Germany. In a letter to the editor, written from Berlin on December 5th, Sammy said:

'Acting on the practical Ad Sales principle that 'If he's worth having, he's worth adver-tising,' I have had a herald printed in cele-bration of my young hopeful's first birthday anniversary.

"Under separate cover I am sending you a batch of these for distribution among the members of the Paramount-Pep Club.

"As you can see, I've tied him up with the Paramount Trade Mark to cash in on Paramount's \$20,000,000 international advertising campaign. What could be fairer than that?"

THE SAMMY COHEN FAMILY NOW NUMBERS FOUR (By Radio)

A happy chapter is added to the above story by Pep's receipt of a radio despatched from Berlin (Germany) on December 27th, 1927. This radio was sent to Pep-O-Grams, and reads:

Old Doc Santy Claus arrived yesterday with Robert Marks Cohen, weight eight pounds. Guess I will have to print a roto-section now. Regards. (sgd.) Sammy.

That last mention is with regard to the herald spoken about in the message up top. A roto-section (concerning which they will supply fuller details! in the Ad Sales department), is a highly ornamental fourpage sheet in which naught but prize possessions are set forth, lavishly displayed and printed in expensive inks. Paramount produces them for such delights as "The American Venus," "Glorifying the American Girl" and a few others of like calibre.

But whatever it is, it doesn't stop Pep-O-Grams from issuing to Mr. and Mrs. Sammy Cohen, on behalf of the entire Paramount-Pep Club, congratulations for their new happiness.

NEWS NOISES (BY SIDNEY COHEN)

We in the vicinity of 43rd Street and the Hudson River have unanimously agreed that Hell's Kitchen must have improved wonderfully, judging by the stories we have heard. For which we offer sincere thanks.

Our German cameraman, Bruno Stindt is now safely returned to his own hearth and again grinding the crank. His visit has been educational to us, as our German vocabulary has been considerably augmented. A pleasant afterthought consists of listening in on a combination conversation-German-French-English-entre Herr Bruno and Monsieur Al Richard.

THE "FEEL MY PULSE" BRIGADE

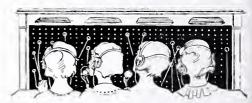


Blumenthal

R. M. "Dick" Blumenthal is on the sick list, he having spent a great many hours of last week reading novels while under the searching glances of the X-Ray apparatus. Naturally he is a

very sick young chap, though the strongest evidence of his being ill is found in the fact that he has not been at his desk for the past ten days. He has a legion of friends wishing desperately hard for his early recovery and speedy return to their midst.

THE NEWSGATHERER WRITES. Clara Cappozi is not going to remove her hat at this Club meeting. Last meeting the chapeau was mysteriously lost, and it took the entire hotel detective force to find it. Clara is still puzzled!....We are all glad to have Polly Mahoney and Anna Stumpf back with us. Their auto had a smash-up going home from the last club meeting.... When the male members of the staff cannot find Lawrence Bailey at his desk they don't mind waiting. The reason - one blonde secretary, complete with dazzling smile, and information on any subject you may mention....Miss Millman used the Pep Club Meeting as an opportunity to return to childhood days. She thoroughly enjoyed dancing with Sidney - Uncle Robert's famous little singer.



THE "HELLO" GIRLS. This is our little tribute to the Ladies of the Switchboard, and our assurance to them that although we so seldom see them in person, their excellent service does not pass unnoticed by those whom they so capably serve. They have well and truly placed "Chickering 7050" on the efficiency map of New York.

A cameraman's lot is certainly an enviable one. Can one imagine anything more joyful than an order insisting that one prepare for immediate transfer to Miami and points South, to stay in that clime throughout the bleak winter months? But on the other hand, just picture yourself commanded to board one of the small Coast Guard Cutters for a sojourn out on the cool wavy Atlantic these days. Such is life. Take the good with the bad.

Rumor has it that some of the boys in the Paramount News Building intend forming a bowling team in order to have a practice game with the Pep-Club team.

also talk of a pool team.

PEP-G-GRAMS

Published by and for the Members of the Paramount-Pep Club,

No. 4, No. 4

Feb. 14, 1928

THE DAY OF DAZE

REMEMBER IT **BOOST IT WORK FOR IT** TALK ABOUT IT **BROADCAST IT MAKE IT KNOWN** ADVERTISE IT **PUBLICIZE IT** SELLTICKETS FOR IT IT'S YOUR NIGHT IT'S OUR NIGHT WE WANTED IT WE'VE GOT IT LET'S MAKE IT LET'S MAKE ON IT WE CAN **WE MUST WE SHALL**

Read about it on another page



THE NIGHT OF SIGHTS



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert DeaneEditor

Contributing Editors-

all members of the

A CLAN OF "GOOD FELLOWS"

Paramount Building, N. Y. C.

Vol. 4, No. 4

February 14, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. RE-PORTERS: Lilian Hauser, Maxine Kessler, Wiliam Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

HOW STRONG IS THE PARA-MOUNT-PEP CLUB?

Any organization's greatest test of strength lies in its ability to help itself of its own accord, and with its own unaided efforts.

That's a pretty substantial axiom: and it is going to be applied as a test to the Paramount-Pep Club when the Ball of March 23rd evolves from the "plan" stage into an actual "reality," and the result proves just how powerful the Paramount-Pep Club really is.

It's the Club that's on trial, certainly: but the Club is the Members—and the Members are the Club. Nobody will be able to say that the Club failed, unless they also say that the members failed.

We have thought back a long way, but we cannot bring to light any event in the history of the Club that can rank with the forthcoming Ball as a demonstration of the Club's effectiveness, force and resourcefulness. It seems to us that this is going to be the one mighty test which sooner or later confronts every organization to test its mettle and to shape its future.

And that should make us all more than

OUR PRESIDENT'S THANKS

On January 7th, the birthday anniversary of our beloved Honorary President, Adolph Zukor, was remembered by the Club, the remembrance being signified by a handsomely designed card bearing greetings from all Club members, and signed by the past presidents, and the present president, of the Club. That the action struck a very responsive chord in Mr. Zukor's heart is evidenced by the following reply:

Dear Mr. Trotta:

As the spokesman of the Paramount Pep Club I extend many thanks to you for your thoughtful message of good wishes on the occasion of my birthday. The good will of my associates is something very precious to me and this further expression of it has impressed me greatly. With sincere good wishes to you and all Paramount Pepsters, I remain, Very sincerely yours, (sgd.) Adolph Zukor.

IMPORTANT COMMITTEE CHANGES

Due to pressure of the Paramount organization's work, Alice Blunt has resigned from the chairmanship of the Cooperative Buying Committee. She has been succeeded by Joseph Philipson, formerly chairman of the Membership Committee. This latter post has been filled by William Goldstein.

Joseph Philipson comes to his new post with a very colorful background of experience in the business science of cooperative buying. Not only has he been actively associated with this form of buying, but he has the added advantage of knowing the cooperative buying methods of many of the largest organizations in the country. It will be this experience that will be adapted to the needs and requirements of the Paramount-Pep Club.

EUGENE J. ZUKOR JOINS PUBLIX

Eugene J. Zukor, past President of the Paramount Pep Club, and Chairman of the Board of Governors of the Club, has joined the theatre management staff of Publix Theatres Corporation. Fully conversant with all angles of the production and sales end of the motion picture business, "Gene"—as he is affectionately and popularly ealled by his associates—now purposes to make an intensive study of all phases of exhibition and operation and to become permanently associated with Publix Theatres.

Prior to assuming his new post Eugene Zukor was assistant to the President of Paramount Famous Lasky Corporation.

ever determined to leave no effort untapped, no force unmarshalled and no power untouched in the making of the Paramount Pep Club Ball of March 23rd the supreme success that it has every right to be—and is going to be.

Page Three

WHY MARCH 23rd?

The Very Powerful Reasons for Making a Big Fuss in a Big Way About a Big Day

The Most Gorgeously Glittering Night in the History of the Paramount Pep Club!

That's the high and happy aim that's being directed at this March 23rd you're hearing so much about. The Club knows that it is big and strong and progressive, and it is going to use the fourth Friday of March to prove it. It is going to be a mammoth spectacle, and it is going to be staged in the grand ballroom of the Hotel Astor. Furthermore—but wait, let's give this another paragraph, because it is the most important feature of the entire event.

This Paramount-Pep Club Ball is being held for the prime purpose of placing the financial resources of the Paramount-Pep Club upon an even higher plane than has been customary with the Year Book of recent years. In other words, the Ball is being held for the purpose of making money

for the Club.

For this reason the stern, strong and unbending efforts of every Pepster are needed to make the affair the stirring kind of a success that we always want to see associated with anything Paramount. We are undertaking this Ball for the purpose of guaranteeing our every other great project for the remainder of the year; and by the success of the Ball, so will our other activities be governed.

It is possible for us to make a lot of money: and not only is it possible, but it is also practicable according to the plans which have already been laid down by the Ways and Means Committee. An important meeting of this Committee was held in the

Company's Board Room on January 20th,

IS YOUR OWN NAME SPELT CORRECTLY?

William Goldstein, who has assumed the Chairmanship of the Membership Committee, issued new membership

cards on February 1st.

Now there exists the bare possibility that the names of some of the members are wrongly spelled in the Club's register, and if this is the case, they will have been wrongly spelled on the membership cards.

If you are one of these "victims." please make haste speedily, pronto, toute suite and soforth to Mr. Goldstein's desk—give him the correct spelling—and then if the same mis-take ever happens again, we'll sell you the lower half of Manhattan for fifteen cents.

and there the matter was laid before them, along with the intimation that the officers and executives of Paramount Famous Lasky Corporation heartily endorse the Ball.

Publicity and Souvenir Program Committees have been formed, and they have laid out a schedule of activities that will be carried out, and will broadcast the fame

of the Ball far and wide.

Even at this stage it is not too far in advance to tell you that the Ball itself will be a grand array of sensations. There will be hours and hours of dancing to the strains of the most irresistible harmony this city can provide; there will be star after star (in person) from the grand Broadway parade; every screen star in town at the time will lend her radiance or his charm, and they will mingle with the Pepsters in the dancing and the supping. A score of other features will be announced later-all to contribute to a magical evening.

So get ye busy and Boost the Ball! A super-active committee will shortly commence broadcasting, per notice board and mimeograph, such details as the prices of tickets, time of the Ball and the thousand and one other little necessary details. Start in with your list of the folks you are going to sell tickets to, the folks you want to be there, and the folks you believe should be

Do all of these things in the name of your own personal participation in the future activities of the Paramount-Pep Club, for the success of these activities hinges most vitally on the success of the Pep Club Ball.

And remember that the date of the Ball is not so very far away-merely on March 23rd, slightly more than a month from now.

ALL AROUND THE WIDE WORLD Overheard at the last Pep Club Meeting-Dance. One member said to Evelyn O'Connell: "So you live on Staten Island! One of Mr. Shauer's Foreign Legionnaires, I presume!"—R. E. THE CYLINDERS OF THE COMPANY'S MOTOR. Here are two more illuminating glimpses of the forces which make our organization keep up its successspreading pace. These articles are brought to our columns through the co-operation of Irene Scott, Chairman of the Educational Committee. Walter Cokell, who writes of Budgeting, is head of the Company's Budget Department, while Frank H. Blakely is manager of our Poster Art Department.

COMPANY'S BUDGET

A budget, as we ordinarily define it, is a statement showing the estimated receipts expected for some future period and the estimated disbursements which will have to be made during that same period, and a showing of the excess of receipts over dis-

bursements or vice versa.

In our Corporation the various departments are requested periodically to submit a budget of the amount of money which they expect to take in and pay out. All of these departmental budgets are received by the Budget Department and combined into a master budget for the Corporation. This is submitted to Mr. Zukor, and the Executive and Finance Committees, for their inspection. If they approve it, this budget, which is usually made up for one year, is then split up into months and weeks. As we go along, week after week, a statement is made comparing our actual receipts to the estimated receipts in the budget and comparing the actual disbursements with the estimated disbursements, so that we can easily determine whether the Company is making the progress that was contemplated. If any department is behind, steps can be quickly taken to remedy the situation.

As an afterthought, it would seem, if the Corporation finds it advantageous to make up a budget in order to attain a certain result each year, that cach individual in the Corporation might find it of benefit to make up a budget of his individual income and expenses. To do this, one should, for three months or a year in advance, estimate his or her total income including salary, interest from savings banks or bonds, dividends on stock, and other income from all Against this should be other sources. shown the following estimated items:

Rent (of house, apartment, or rooms) or if home is owned. Taxes, fire insurance, heat and light and estimated repairs. Food and household expenses. Clothing. Income Taxes. Life insurance. Books and stationery. Railroad fares and taxis. Church and charity. Automobile expenses.

The sum of the above expenses should

be deducted from the total estimated income. From this excess of receipts should be deducted the amount we have set out to save for investments or a special purpose.

What remains can be spent as desired.

By making up a statement like this each one can determine if his or her income will take care of all disbursements. If not, expenses must be reduced in order to make both ends meet. Following up on this one should check actual income and expenses each month with the budget.

W. B. COKELL

PARAMOUNT POSTERS

A word about posters which decorate billboards with the purpose of advertising Paramount Pictures. Also to give you some idea as to how the Poster Department

functions.

The greatest responsibility in the designing and making of posters, is that we have to have a general appeal to all classes. For example-most boys go in strong for action and comedy pictures, while society drama and love interest generally appeal to the ladies. Men, I would say, can be entertained by much the same type of picture as boys. So with this in mind, we will lay out poster designs which, we think, will fit all conditions. One or two posters on a production may be made with the small exhibitor in mind, whose theatre is located in a mining section, or perhaps a large manufacturing center. In sections such as these, the action picture almost invariably goes over. We then concentrate on a higher class community. We do our best to make something that will appeal to church people, club women, boys, girls and men who like more refined advertising. In other words, we try to touch a responsive cord in everyone, regardless what their walk in life may be. Practically all our pictures have a combination of action, love interest, and other points of appeal in them. This makes it possible to use a variety of ideas on the sketches of one production.

The following will give you some idea as to how we of the poster department work. In order to be ready with our advertising material, for release date, we are compelled to work two or three months ahead of our national release, which means in almost all cases, before pictures are finished. We have to work with stills from the pictures and synopses of stories. This material together with our own ideas is incorporated on the

sketch.

The foregoing does not only apply to posters, but to lobby displays as well, such as 11 x 14's, insert cards, 22 x 28's, window

cards and other Ad Sales.

The copy, or sketches, upon completion are sent to the lithographers who reproduce the sketch full size in proper coloring. This end of the operation generally consumes about thirty days. The finished material is then shipped to all our branch offices in United States. Also to practically every foreign country in the world. It is then sold to the Exhibitor and eventually reaches the billboards.

The poster department employs the services of eleven high class artists whose entire time is devoted to painting these

sketches.

FRANK H. BLAKELY

AN HONORARY VICE PRESI-DENT OF THE CLUB RETURNS

Emil E. Shauer Back from European Survey

The giant Cunarder Berengaria last Thursday returned to us one of the most popular of the Club's Honorary officers — Emil E. Shauer, general manager of the Foreign Department. His return concludes a four months intensive survey of the entire



Emil E. Shauer

European territory, his travels having taken him through all of Western Europe, Egypt, Turkey, Poland

and many other territories.

Mrs. Shauer also returned with him; but Melville A. Shauer, past president of the Paramount-Pep Club, and a member whose popularity knows no bounds, remained in Europe to consolidate and complete the multitude of details connected with the ramifications of Paramount's huge organization there. He will thus be co-operating with the many great foreign executives we

TEN MEDICAL COMMAND-MENTS

ONE. Thou shalt not take the name of Modern Illness in vain.

TIVO. Honor thy Company's Doctor and thy Company's Medical and Welfare Department.

THREE. Thou shalt report thy first traces of illness, sickness and general

disability.

FOUR.Thou shalt abide rigorously

by thy Doctor's advice.

Thou shalt know that it is better to be but a little ill and get speedily well, than to be a whole lot ill and to be made well again after a long while.

SIN. Thou shalt know that just as a soft answer turneth away wrath, so doth a timely remedy turneth away grave ill.

SEVEN. Thou dost not have to be a schoolgirl to keep that schoolgirl complexion.

EIGHT. A little thought about your health is far the peer of moneyed weath.

NINE. You can carry few things to the end of your life - but your good

health can carry you all of the way. TEN. Thou shalt be dutiful to thy Company, thy Friends, and most of all to Thyself by asking thy Company's Doctor and thy Company's Welfare Department to speedily check any and all illness which may have singled Thee out for a victim.

are all so pleased and proud to see at Convention time.

Mr. Shauer reports that the Pep Club idea is spreading throughout the world. He attended functions of clubs similar to our own in London and Berlin, and reports that plans are under way for clubs in several other world capitals.

THE ORANGE BLOSSOMS BLOS-SOMED - AND THE WEDDING BELLS PEALED

Last issue we told you that Donald L. Velde, one of Mel Shauer's fighting Ad Sales lieutenants out in the field, was going to be married. This issue we tell you that he is married.

The wedding took place at Staten Island on Saturday, January 14th, and now Miss Edith Madeleine Curtis is Mrs. Donald L. Velde. All mail may now be addressed to Peoria, where the newlyweds have already opened accounts with the grocer, milkman, news vendor and iceman.

They can frame this page of Pep-O-Grams to further assure them that they have the continued good wishes of all members of the Paramount Pep Club.

WHEN YOU WANT TO SEE OR SECURE A PICTURE

Just as the Prince of Wales is popular throughout the world, so are the Wails for Prints popular with Sara Lyons, in charge of the disposition of prints of Paramount pictures for the entire organization.

Miss Lyons, located on the twelfth floor of the great Building at the Crossroads of the World, lives in a perpetual state of having one ear to a telephone, the other ear receiving requests for screenings, and at least one hand transposing and re-transposing prints of pictures in order that we may secure the widest distribution of films with an economy of footage.

She is, in brief, an exceedingly busy lady; and the only ones who don't know it are those who are not members of the Para-

mount organization.

TODAY IS ST. VALENTINE'S DAY

Undoubtedly you know it! If you are the type to inspire valentines, then your friends will not have forgotten it: if you are the type that remembers this day, then of course you will not have forgotten it.

We would like to fill the pages of this issue of Pep-O-Grams with a Valentine for each and every one of you: but rather than do that we think that the best thought for this day (and for every day up until March 23rd), is that you give your every Paramount-Pep Club thought to the making of the Ball on March 23rd a truly grand suc-

St. Valentine's Day will come and go. It is but a day—a flash—a chance to be smart for a moment! But the Paramount-Pep Club Ball has the entire success and future of the Club wrapped up in it! Try and not forget that fact!

THE LAST MEETING-DANCE, SEEN THROUGH THE EYES OF THE REPORTING STAFF

This from Charles Eich:

Maxine Kessler, in red boots and other characteristic costume, was a sensational highlight in an evening of thrills. Her Russian dance was a revelation of sheer nimble brilliancy. Mr. Philipson is henceforth an ardent devotee of Russian dance lore..... Miss Jacobs and Charlie of Film Rental also thrilled with a superb tango creation. One won't easily forget the spectacle of Charlie and Jakey 'gliding' over the floorlnniss Atwell and Sadye Innerfield in a really graceful specialty number—impromptu. This pair are grace personified, and it won't be many moons before their genius is adequately recognized.

This from JaNe:

We are all coming to a very pronounced understanding of 'Progress,' to judge from the forceful use of the word in the enthusiastic reports submitted by the Committee chairmen...The meeting started at 8:20. The delay was occasioned by Jerry Novat cornering Ray Pratt and daring him to report 'progress,' especially after losing the basketball game...Harry Nadel and Joe Sweeney vied for the honor of reporting progress for Leon Savell - Leon having become a father to a nine-pound baby boy. Yes, sir!—that's progress. Congratulations .. Dancing to the music of Paramount Pep Club's very own orchestra was much enjoyed...Maxine Kessler very appropriately headed the list of entertainers with a Russian dance—in costume 'n everything...The Poster Department Trio thrilled with their trilling of songs and harmony...Charlie Reilly, Bernie Brooks, Ruth Dowling, and an Argentine gentleman also helped create the spirit of funful good-nature that pervaded the room....And Lou Diamond actually managed to find time to secure a sandwich and a gulp of hot coffee.

This from Maxine Kessler:

Helen Rosenfeld of the Legal Department is a real Pepster. She was accompanist at the piano for the Home Talent numbers and also alternated with Sally McLoughlin in order to give that soul of helpfulness an opportunity to dance...Ray Freemantle, Walter and Bill Hanneman were a musical trio well worth waiting for...It seemed that the departments of Homer Traw and George Rogers were 'cementing relations.' We saw Charlie Eich dancing with Betty Whalen and Edward Berger with May Burke. That's the spirit!...Jean Briggs became an enthusiastic toe dancer—on Phil Keyes' toes...For a 'Short' fellow Elmer Short certainly has a fine voice. We heard it when everyone pitched in and sang... Charlie Reilly of the talented Poster department sang "Tell Me the Way to Go Home." Nobody did. So Charlie gave an excellent character piece as "The Old Soak"

AN OPEN LETTER TO THE CLUB MEMBERS WHO LEAVE THEIR LOCKERS UNLOCKED

Editor's Note: This letter, the authenticity of which will only be disbelieved by those who are uninclined to believe in its veracity, was discovered in the letter-box of Pep-O-Grams one evening recently. It is not unique for the very fact that it could reasonably have been expected to arrive many months ago.

To Our Careless but Profitable Friends: At a recent gathering of our association two very important resolutions were passed. One was a vote of thanks to you Paramounteers who deliberately and persistently leave your lockers open and so invite our inspection and our profitable peculation. The other vote, strangely enough, was a vote of censure upon you Paramounteers for having so reduced our profession to a status far below that of a common pickpocket. Our members feel that it is undignified to the profes-sion of robbery to be compelled to rob open lockers: but we pointed out to our president that we are, after all, in the business to make money, and that if the Paramounteers persisted in leaving their lockers open for us to make that money easily, we could pay them no finer compliment than to call them our friends and to pass a vote of thanks to them for their co-operation. So the vote of thanks is in our book of minutes, the vote of censure has been expunged from the records, and this is our advice to the effect that we shall be paying your lockers periodic visits just so long as you persist in leaving them unlocked. Yours for keyless locks and

lockless keys, The Times Square Association of Thieves and Petty Thieves.

.. If anyone doubts the success of the Paul Jones dance, ask Mrs. Traw...Syd Hacker must have attracted an opposite. A certain blonde man was very attentive all evening. Atta girl, Syd....When Walter Hanneman, who conducted the P. J. D., told the ladies to rush for partners, we saw Estelle Jacobs in a personification of Clara Bow in "Get Your Man." And Estelle did!...Joe Wood enjoyed the business part of the evening because it gave him the opportunity to give some 'back talk' to Ray Pratt...Henrietta Betchuk, Sadye Innerfield and ye scribe en-tertained our Argentine guest with some 'American applesauce'....Evidently Emma Peters and Adealide Coombs are very proud of our Pep Club Orchestra, for their cheers were hearty and loud...Ray Pratt gave a successful address on 'Why you must buy tickets for the basketball game.' Even those who didn't listen bought tickets.... Bert Adler didn't know how to dance, but this did not prevent his finding a congenial partner and sitting out some dances.



THE DANCER FROM MOSCOW

Our camera glimpse is of Maxine Kessler in the very costume in which she scored so sensational a hit with her Russian dance at the last Meeting-Dance. In these days when a sensation today is less than nothing tomorrow—in a great many cases-it is certainly something out of the ordinary for Miss Kessler's dance to have been remembered and praised throughout the month. Here's hoping that she has some more sensational performances to offer.

THESE ARE THE ANSWERS .-NOW WHAT WERE THE QUESTIONS?

1.—Ten Dollars each to all nonmembers.

2.—In the most famous hotel at the Crossroads of the World.

3.—Every Broadway star of note and every screen star in town.

4.—In every paper, every day, for weeks and weeks before.

5.—Dancing and Supper - and an alarm clock set for dawn.

6.—Yes. 7.—You may sell as many as you like; and the more you sell, the better the Club will prosper during the remainder of the year.

8.—The finest music obtainable.

9.—Of course your name will be Special steps are being mentioned. taken to secure only the most affable of newspaper reporters.

10.—This question shouldn't have been asked: the matter should have been taken for granted. It always is!

HE WAS MODEST. We have two separate accounts of the memorable win by Paramount's basketball team on other pages. One was written from the feminine point of view, and the other was an account by one of the players-Jack Davis. But Jack was too modest to mention himself, so we are giving you the following extract from a report on the game by Ray L. Pratt, manager of the team: "Jack Davis, the chap from Staten Island played a wonderful game along with Eddie Hollander, the Ad Salesman from New Jersey."

HOW IMPORTANT IS A PRIVATE SECRETARY?

There's a peach of a question! But please remember that the man who wrote this little story is at the present time on a radioless steamer headed for Kerguelen.

Did you ever stop to think that the really efficient secretary is not merely an attractive young lady who can smile, take fast dictation, and pretend not to have heard when her boss misplaces a word that belongs either to the poker table or the golf To my way of thinking, the really efficient secretary is one who perfectly mirrors the temperament of her boss.

Thus if the boss happens to be a mentally alert chap, with a merry twist of speech, an ever-ready wisecrack, and a sharp sense of humor (like—well, like Soand-So for instance), you can bet that his secretary is molded along similar lines. If the boss happens to be more or less subdued, with a voice never raised in fury or exasperation, he will have a secretary of like temperament. If he happens to be an alert and perpetually bustling fellow, the girl who takes his dictation will be of a similar disposition. If he happens to be slow-speaking, with a sense of sarcasm that you always have to stop and analyze to decide whether or not it is intended as such, then the miss who prepares his mail is a feminine counterpart.

It is a more or less infallible rule. Before I sailed away from the Crossroads of the World I made a rather intensive study of this state of affairs, and in practically every instance I found private secretaries who reflected the moods and temperaments of their bosses. In fact, so sure and certain of my ground in these observations was I, that I prepared a list of actual examples and left it with the editor of Pep-O-Grams. But whether or not he kept it is

quite another matter.

One very discerning Pepster observed, at the last Meeting-Dance of the Club, that "with so much home talent prevailing, what will we do for an audience by and by?" -R. E.

ANOTHER SPARKLER. A couple of weeks ago Helen Angell 'flew' over to Springfield (the one in Massachusetts), and returned with a beautiful engagement ring. The entire Club extends congratulations and best wishes to Helen-and Arthur.

FRANCES WIEL, whose dimpled blonde smile has endeared her to many, is now surrounded with box-office statements on "Wings." After a sojourn as secretary to Owen Davis, head of the Author's Council, where all day long she learned of the romantic ingredients of Paramount pictures, Frances is secretary to A. Griffith Grey, head of Paramount's roadshow department. She is very happy because it's just like going back after a long visit, for she was formerly with Mr. Grey.

ADDITIONS TO THE RANKS OF THE LONG SERVICE BRIGADE

Last month's mention of the eleven years of service of Harry A. Nadel has brought

other similar examples to light.

Palmer Hall Stilson, general traffic manager, is another member of the 11 years contingent, he having joined Paramount January 17th, 1917, to be precise.

And Lawrence Bailey, we understand,

joined Paramount in that same month.

If you are eligible for mention under the Long Service Brigade heading, it will be only your own fault if you do not let us know. There is space here for all of you, and a typewriter that is all eagerness to hammer your story out for publication.

ANOTHER LITTLE BOY SAYS "HELLO"

January 9th will henceforth mean another day for cake and candles in the Savell home, since Mr. and Mrs. Leon M. Savell were on this day presented with a little baby boy. Mother and baby both came through the ordeal fine, and Leon developed a grand case of "presidential handitis" receiving Pepster congratulations.

INSPIRES A BOOK'S DEDICATION



Jack Barry

Jack Barry of Publix theatres, the guiding spirit in the conducting of the Paramount Theatre Managers' Training School, has had the bestselling novel "Bally hoo," written by Beth Brown, dedicated to

him. The dedication says: "To Jack Barry, showman and gentleman.'

THE DIAMOND'S ALL SET — NOW THE DAY'S TO BE SET

Pretty Nora Horan walked into our office the other day and announced to the boys that they'd better concentrate elsewhere. Why? Oh, simply because Nora just gave in to the earnest pleadings of her boy friend, nodded 'Yes,' and now she's wearing an engagement ring with one of those 'lasting' stones that Lorelei Lee is so crazy about. Good luck, Nora!

POPULAR. Flo. Langhor, of the Paramount News Laboratory, and a member of the Paramount Pep Club, was evidently very popular at the last Meeting-Dance at the McAlpin, if one would judge from the manner in which the young men fought for the privilege of dancing with her.—L., A.



We give you this picture partly as a treat for the girls (because it features Richard Arlen, Paramount leading man), and partly as a peek into the splendid new cafe which opened in the Hollywood Studio last month. This cafe is reputed as being the most complete and up-to-the-minute on the Coast.

EAT WITHIN THE BUILDING

One of the gastronomic highlights of February, so far, has been the opening of the sumptuous Childs cafeteria in the basement of the Paramount Building. This eating establishment, probably the finest of its kind in New York City, offers special features to Paramounteers in that they can eat there without leaving the building. In these winter months, that is a real feature indeed. In the summer months, its cool corners should be very popular indeed. The food of course is excellent, and the quality of the service is entirely up to you.

PROGRESS NOTES OF THE EDUCATIONAL COMMITTEE

By Chairman Irene F. Scott

Most schools and colleges in the vicinity are now making registration for Spring classes. All those interested should not lose any time in securing what information they may desire and having their names entered on the rolls of the various schools.

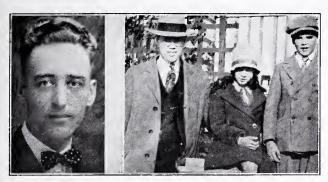
The Educational Committee has endeavored to keep on hand an up to date supply of information regarding classes offered in the various institutions in our The Spring announcements will vicinity. probably be in shortly.

Considerable interest is being manifested in the class in Parliamentary Procedure. More people should take an interest in this particular type of work. Please get in

touch with Mr. Alvin Freisinger.

The Speed Class now meets at the rear of the 12th floor (Miss Swayne's Department) on Monday evenings shortly after five o'clock. This particular activity is meant for your assistance. No one gets any benefit of it but yourselves and pulling up your speed may lead to securing a better job if you are ready for the opportunity.

WHEN THE LOCK BALKS-or when you forget the key-call Vincent Trotta, Room 1250 Paramount Building. His experience at the top of the Paramount Building, one gusty day in late January, qualifies him perfectly for the role of "Alias Jimmy Valentine." Full directions will be sent on receipt of stamped and addressed envelope.



FAMILY MAN. photograph has been sent us, according to our correspondent, owing to numerous requests for proof of the domesticity of the popular member of Mr. Michel's Department - John E. McDermott. The snap is proof positive that J. E. McD. hesitated at home one morning sufficiently long enough to be photographed with part of his happy family. (At the left). C. A. BEUTE. For-merly First Violinist of the Paramount-Pep Club, Chris.

Beaute does not confine his playing activities to the Crossroads of the World. He hails from Hoboken, where his soulful and masterly rendition of the Bach-Gounod "Ave Maria" at the Grove Street Methodist Church elicited much favorable comment in musical circles. He is an ardent church worker and gives his time and talent to many charitable

and religious activities. Also he is a keen devotee of the equestrian art.

OBSERVED AROUND THE CROSS-ROADS OF THE WORLD. By H. S.

Once again the eighth floor is abuzz with industry. The advertisng and publicity departments of Publix and the publicity department of the Paramount, Rivoli and Rialto Theatres are there under the leadership of A. M. Botsford. Emanuel Cohen and his News staff are also established on that floor. The 44th Street side is occupied by Frank Blakely and his Poster Department. The stock room and the filing departments will be on eight soon, too.

The south, the north, midwest and the shores of the Atlantic have contributed to the folks working for Paramount and Publix in Home Office. A booster for California is now a member of the publicity department cooperating with Russ Moon in get-ting the New York Publix Theatres their share of publicity. He is R. H. Puckett, formerly with an advertising agency in San Francisco.

Marion Hecht, the beautiful lady who displayed a diamond ring almost as brilliant and large as the Paramount Light, has left the organization to prepare for her forthcoming wedding to an M. D. From what we overheard, Marion is going to tour Europe on her honeymoon! Now I ask you, iss dis not nize?? Lots of Luck, our lady of the Paramount Light Junior.

That brunette beauty in Ed. Olmstead's office, will soon leave us, too. Rona Yablon, the girl who sports an engagement ring that has to be shielded from the blinding brilliancy of its diamond, will marry a dentist before the next edition of Pep-O-Grams is printed. The heartiest best wishes of all are extended to Rona.

STOREHOUSE NEWS (By M. C)

We look for the speedy recovery of Joe Levaca, our receiving clerk, now vacationing in the mountains....Mr. Craig is in great

AMONG THE CLUB'S SPORTSMEN

C. De PEYSTER VORNBAUM, of the Audit Deartment, is open to meet any of the Pep Club's pocket billiard stars in a handicap match. Vornbaum will play 100 to his opponent's 75. One reason for this concession is the fact that he was champion of the Bronx from 1923 to 1925.

JOHN McDERMOTT, late of Roscommon, Ireland, and now a member of the Audit Department, aspired many, many years ago to become a famous pugilist. Apparently jealous of the fame of John L. Sullivan, Peter Jackson, Joe Walcott and other noted Irish fisticuffers, he tried his hand against one of the British champs; but fortunately (for the Audit Department), Mac forgot to duck and the champ re-mained vertical, resulting in another good Irish auditor working his way to the U. S. A.

JACK DAVIS is on the sick list, due to a kick from a cavalry horse while drilling with his unit. Jack is the crack forward of the Paramount Pep Club Basketball Team, and was the only man to hold Pathe to one basket during the recent exciting game. During that game he established a record for the season's longest basket.

form. Had the ten-pins flying all over the alley when he bowled ten games at an average of 180 each...Jack Bowitz's green tie looks to be a boost for a holiday on March 17th...Kitty Lufrano can now ride to Flushing for a nickel. Her savings will insure a Christmas gift for her boy friend...Ben Liebling, our photo clerk, is now doing a splendid Song and Dance at the People's Theatre. Give the little boy a hand!...The reatre. Give the little boy a hand!....The reason for Ann Phillips and Celia Farbman hopson for Ann Phillips and Celia Farbman hopping around in their chairs is the fact that they have gone into horseback training.... It won't be long now for Lillian Weinberger. The sparkler is safely ensconced on the left hand third finger.... Voices we like to hear over the 'phone are those of the Misses Goldsmith, Hagen and McLoughlin of Home Office Purchasing Department. They remind us of the song, "Sweet and Low"...A eharter member of Icebergs, Inc. is Henry Levaca, who puts the "ship" in shipping by rising at 5 a. m. each day and plunging into the water tank atop his apartment house. tank atop his apartment house.

AN EXTRA BUSY TIME AHEAD



Adelaide Miller

With a big and important proportion of the work on the forthcom-Convention entrusted to Pub-Manager licity Charles E. Mc-Carthy, we prophesy an extra and consistently busy session of work ahead for "Mac's"

efficient secretary, Adelaide Miller. Furthermore, owing to the international nature of the Convention, we are positive that the nature of the work that Miss Miller will be entrusted with will at least be partly the equivalent of a round-the-world tour.

HOW MANY IN REAL LIFE?

Despite the comparatively short six-year run of "Abie's Irish Rose" in New York City, there were a few Paramounteers who managed to see the show. A few more know what the play was all about—and undoubtedly everyone knows that the play is being made into a picture by Paramount.

The play concerned the marriage of an Irish girl and a Jewish boy. Abie married Rose Marie; and in time there was a little

Abie and a little Rose Marie.

Well, what our inquiring reporter wants to know is this: are there any real-life "Abie's Irish Rose" families associated with Paramount? Are there any Paramounteers with Jewish fathers and Irish mothers?

We can answer our own reporter by telling him that we already know of one instance. But because we believe our readers would be interested in knowing of more, we are making this appeal. So send along your name if your parents provided a real-life case of "Abie's Irish Rose."

NEWS FROM METEOROLOGICAL THE PARAMOUNT NEWS LAB.

With the popularity of songs of the "winds," a writer can readily be inspired to something original by visiting our building for a few days.

North Wind: The air is permeated with the aroma of boiling chocolate and caramel which emanates from the Park and Tilford

candy factory on our north. East Wind: Brings forth the aroma of roasting coffee mixed with other edibles from Park and Tilford's plant on our east.

South Wind: Brings the aroma, not easily forgotten, from the slaughter houses a few blocks below us.

West Wind: Brings us a reminder of the distillery just a few doors nearer the Hudson than we.

Thank goodness only one wind can blow

at a time.

WEDDED. Anne Berliner is now wearing a wedding band, and we find the lucky man is Frank Clady. Congratulations!

HAVE YOUR DOLLAR READY

Chairman William Goldstein of the Membership Committee will have his cash collectors out for membership dues tomorrow. Have your dollars sitting nice and snug on the edge of your desk as the scouts come around, and pay up promptly with a smile.

EIGHTH FLOOR QUIPS-Now that we've moved to the eighth floor we'll decide whether the 43rd St. or 44th Street Cop has the shrillest whistle.... We have the greatest kid in the world on our floor. His name is Charley and he is almost taking the honors away from his side kick Richie.... The handsome colored boy in Publix Publicity is the most exact person for detail this scribe has ever met. Andy has the distinc-tion of being the only colored youngster in Home Office—and he's a darn brilliant one, too!.... Madge Drake wants a Chinese gong in the time clock outside her door. Madge claims that the present sound is disturbing to one with a weak heart....Tony Muscio, the paint dabber in the Publix Publicity department, has lodged his order for a new Ford. "No more pushing the trains in from New Rochelle for me," says Anthony....Edwin F. Haley, who presides over the Reception Desk on the eighth floor, has a stamp collection to be proud of. But don't talk stamps to Mr. Haley 'cause he'll talk you deaf about 'em.... Beautiful Lillian Hauser, the feminine touch in the Poster Department, will soon be traveling the Sapphire Seas of Matrimony. Oh, the fortunate fellow!....—HANK.

IT IS BEING SAID

Esther Jablow is an expert in apple names. We have learned that apples are one of her dietary foods....Miss Swayne has been away from her desk ill for two weeks. Her entire Department hope for a speedy recovery....If women can wear smocks, why can't men wear them also? John Gentile has gone the women one better by wearing a pair of paper cuffs and a smock. He says it won't be long before the style becomes popular with the men....The entry clerks of the wide open spaces are glad little "Chico" is well again. Miss Donohoe can sing now....We don't know whether Miss King broke her Christmas gift accidently-or, just to find out how much he paid for it?....Molly Bregman certainly has taken advantage of leap year—asking a boy to take her to lunch. Did he say "no?"... The Sales Statistical Department enjoyed the peppermints, bought by Jeane Cadger.

OUR SYMPATHY. The entire Paramount Pep Club extends deepest regrets to Mr. C. E. Prentice of Paramount's Audit Department. He suffered the cruel loss of his little daughter on January 31st, last.

A GASTRONOMIC TOUR

OF EUROPE By Sammy Cohen

(Sammy Cohen brought his bright and breezy personality back to Home Office from Germany two weeks ago. He has gladly consented to resume his travel impressions of Europe which had been interrupted at the point where his gondola wilfully made a left hand turn on the Broadway of Venice.



We give you a liberal slice of Sammy's story in this issue, and the promise of more

next month.)

Part 2

I left Venice with a light heart and a still

lighter pocketbook.

This is as good a time and place as any to point out that the great majority of Europeans have the American millionaire complex, They suffer from "Rockefelleritis." Every visitor from the States is looked upon as a wealthy captain of industry. He may be only a second lieutenant of Ad Sales, trying to keep body and soul together by selling a one sheet here and a herald there, but in the eyes of the Europeans he is a Napoleon of finance, and expected to live up to it.

Altho the war has been officially over for

nine years, its aftermaths remain in the form of "nuisance" taxes which the tourist pays and pays. Misunderstandings over these taxes and pays. Misunderstandings over these taxes have been responsible for numerous fairy tales. There is no truth, for instance, in the rumor that Italian hotelkeepers add in their telephone numbers when they figure up a guest's hotel bill. They merely include about eighty-eight different taxes required by a government struggling with a huge war debt.

As I was saying—after I had paid the entire Venetian war debt, I entrained for Florence. One of my travelling companies proved to be a charter member of the A. E. F., who had come over for the American Legion convention from the thriving little town of Pottsville, Pa. Noting my Pep Club pin, he inquired:
"Do you belong to the American Legion?"
"No, the Foreign Legion."
"French?" "No, Paramount."
"Prench?" "No, Paramount."

He looked puzzied, so I explained. We got real chummy when he confided that he simply adored Clara Bow. (Note: the use of the effeminate expression "simply adored" is merely literary license on my part. I hesitate to mention in a family magazine such as this that what he actually said was, "Hot stuff, buddy, hot stuff; I sure am strong for her.") To get to Florence, we had to change trains at Bologna. Now I realize there is a good deal of curiosity about this town. It is not only the historic home of a fragrant and deservedly popular delicatessen, but the word itself has become an integral part of the American language. Nevertheless, my 15-minute stay there gave me no time at all to He looked puzzled, so I explained. We got

minute stay there gave me no time at all to get acquainted with the city.

(To be continued next issue)

O. R. GEYER, director of Paramount's Foreign Publicity Department, has been doing a lot of jury duty. What a great kick one must get telling the judge what to do instead of the judge telling you what to do, where you can do it, and for how long.

CHARIVARI (By C. E.)

It is mentioned from authentic sources that Mr. Atwell of the Film Rental Department is seriously regarding his matrimonial eligibility. Can Leap Year have anything to do with this?

Rumor has it that Charlie and Maxine are planning something more or less sensational for tonight's Meeting-Dance. We are con-

sumed with curiosity!

CALL OF THE GREAT OUTDOORS

The letter which we have reprinted below was written by Jack L. Pindat to the Club's President, Vincent Trotta. All members are urged to read this communication, and, should il arouse their interest, they are further urged to get into communication either with Mr. Trotta or Mr. Pindat.

A New Club Activity PARAMOUNT ANGLING CLUB

Fellows! Picture a tumbling brook, somewhere in the hills of the Catskills, a line sings, a ripple mars the water surface of a crystal blue pool, as a fly gently lights, a swirl a tug then ten minutes of God-given thrill as you land a big native beauty.

Picture a deep, quiet lake nestled among the hills, you, seated on the bank under shaded trees, cool breezes fanning your cheek, rod in hand awaiting another thrill as you place another bass in your creel.

Picture, you men, camp fires, starry skies, mountain stillness, the night cries, the smell of balsam, the absolute peace of a night in

the open.

Picture, long sea trips, an endless horizon, the tang of salt air, salt spray, cod, halibut.

If you want to get away from the stuffy city, if you want to get these kicks out of life, if you want to get rid of your high collar and don an old flannel shirt and rough it once more, we'll take you where the trout and bass are wild, where thrills abound and where the only requisite is a strong heart to stand the excitement.

All we need is the spirit of co-operation.

Answer the questionnaire.

CURRENT PUBLIX-ISMS

A WET STORY. The wind was raging. Windows were blown out. Lamp posts were shaking. Mr. Ericsson went up to the roof of the building to see if the tower was still there, when his hat was suddenly lifted and carried into the water tank. Charge it to overhead, Eric..... The sooner the warm weather comes the better for many of us. The girls sure are having a hot time over the cold air..... Mr. Louis Phillips, for-merly Secretary of the Film Board of Trade, is now a member of our Legal Department Helen Rosenfeld's windblown haircut created a sensation on the seventh floor. It is now two weeks since it happened and some of us still have difficulty in recognizing our demure Helen..... Frances Gashel was a frequent visitor at the Rivoli dur-ing the showing of "Gentlemen Prefer Blondes."

MEMBERS OF THEAUDIT DEPT. USE THEIR SPARE TIME.

C. A. Beute: Emulating Fritz Kreisler. J. McGovern: Is a book agent for Happiness Candy Stores. J. Mahan: Searching for hair restorer. J. L. Brown: Comparing leg space in new Fords. A. S. Natvig: Devising new recipes for Marmalade. L. Burton: Still spending the \$114.00. A. Swenson: Preserving appearances by acquiring skill at dodging. A. Haupert: Ties and socks. C. D. Valentine: Advertising Drug Supplies. J. J. Speer: Dancing. . E. M. Corcoran: Elocution. Dick Bennett: Winning raffles. R. Rasmussen: Radio and house furnishing specialist. E. J. Jennett: Emulating Tex Rickard. Wm. Goldstein: (See McDermott). A. R. Toussaint: Still keeps that busy look. H. Fry: Horsemanship. A. Raynis: Holding the high notes. R. W. Gramer: Emulating a prominent character of Elinor Glyn. John Vornbaum: The only man who fought the best of them. L. McKechenneay: Ask the Girls. Edw. O'Connor: How to sell Christmas cards the year round. A Taylor: Redecorating. E. Short: Testing the constitutionality of everything. John McDermott: Promoting spirits of friendliness. C. E. Prentice: Looking for halters. G. Strauch: With the B. F. M. Waxelbaum: Discussing weighty questions. A. Adams: A deep dark mystery. J. Davis: Teaching horses not to kick. P. Pasternach: Wondering when the big event will happen. May Hall: Rivalling the well known gate crasher, One Eyed Connolly. M. Simpson: For that tired feeling (Room 730). Rose Weinberg: Higher mathematics and calculus.

CLASSIFY YOURSELF

Here is a convenient way to classify

I.—Do you do the right thing at the

proper time without being told? II.—Do you wait to be told how, when,

or where to do what you ought to do? III.—Do you hang around until hunger

and want prod you before you get busy? IV.—Are you the individual who waits

for Dad's check to come through? If you are No. 1, you will receive more

pay and be rewarded by promotion. If you are No. 2, you will probably re-

main on the pay roll as one of the help. If you are No. 3, your suit will shine a

park bench. If you are No. 4, the immutable law of

gravity will get you down and keep you down If you honestly analyze yourself, you'll

know what to expect.—The Silent Partner. STOP PRESS. Joseph R. Wood ("Joe"

Wood, of course), has been appointed Vice-Chairman of the Entertainment Committee. That means a lot of added impetus for the Pep Club Ball.

THE PARAMOUNT PATHE GAME Played at Savage Gym. January 12, 1928.

(Reported by Maxine Kessier).

As I entered the Gym before the game, cheers and more cheers arose. But, dear readers, the cheers were not for me.

A little birdie had whispered that the Pep Club would be victors, and most of the officers of the Pep Club were there to witness the triumph. The cheers were given to Vincent Trotta, Pres., Joseph Sweeney, Vice Pres., Arthur Leonard, Treas., and Louis Diamond, Chairman of the Entertainment Committee. We spied L. J. Ludwig, Joseph R. Wood, Homer Traw, William MacIlvain and Walter Stokes on the balcony giving the heartiest of all.

During the first quarter Paramount scored only two points, and Pathe twenty-one. Then the "Pepsters" became "Peppy," held the Pathe team scoreless and made seventeen points in the second period, bringing the score to 21-19, in favor of Pathe. More excitement, more cheers: Paramount scored 6 Points, Pathe 10. End of third period and Pathe still led by 8 points. If the Pep team held Pathe scoreless in the second period why couldn't they do so in the fourth period? They did!...the "Pepsters" played, and how! Bringing the final score to 34-31 in favor of the Pep Club.

Since Pathe had not been defeated in two years, and is considered one of the outstanding teams of the league, our players deserve great credit for defeating them. May we enjoy many more victories!!!!!

FLASHES FROM THE FLOOR By Jack Davis, Basket Ball Reporter.

The Paramount-Pathe game was a physical demonstration of the Paramount Spirit. At the end of the first quarter the score stood 21 to 2 in favor of Pathe, after a fast and hard fought ten minutes of play. From then on, the Paramount team staged a rally and during the second quarter prevented Pathe from scoring, and at the same time by a combination of excellent team work and shooting, scored 17 points for Paramount. It was nip and tuck until the end of a game which left the spectators breathless and hoarse from cheering a Paramount victory by 34 to 31 over a team which has gone undefeated in the past two years.

At the end of the first quarter, the team was greatly encouraged by the loyalty of the many Paramount rooters who were present and judging from the rally in the second quarter this loyalty was rewarded by renewed efforts on the part of the team.

Another notable feature of the game was the sterling sportsmanship displayed by the Pathe representatives, which was recognized and appreciated by both the players and the rooters and has promoted a feeling of good fellowship in spite of the keen rivalry already existing.

Published by and for the Members of the Paramount-Pep Club.

No. 4, No. 5

March 13, 1928





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Contributing Editors—all members of the

Paramount-Pep Club

Paramount Building, N. Y. C.

Vol. 4, No. 5

March 13, 1928

Pep Club Reporting Committee
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William Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Sey-

William Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

Congratulations

To Frank Meyer on his appointment as general Purchasing Agent for Paramount and Publix, while at the same time retaining the managership of the Long Island Laboratory, and remaining as Assistant Sceretary of Para-

mount Famous Lasky Corporation.

Mr. Meyer's association with Paramount dates back to the days of the organization's very beginning. He became associated with Mr. Zukor when our company's President was conducting a theatre on 14th Street, and that friendship continued right through the time when "Queen Elizabeth" was launched on the American film market, and Mr. Zukor commenced the world-girdling organization which today distributes Paramount Pictures into every corner of the globe. When the 26th Street Studio of Paramount was built, Mr. Meyer was given a very important post there; and there is on record the story of how he risked his life during the disastrous fire which obliterated the studio and saved precious negatives without which our Company could never have survived.

In addition to his film experience, he is a world traveler, and has been to Europe and

India on missions for the Company.

Good-bye

George Spidell has left Paramount to enter another field of commercial endeavor. He severs an association of seven years of accomplishment wrought in the name of Paramount. Much that we have, and many great innovations/that make our work and surroundings far more pleasant, we have to thank George Spidell for. Our sincere hope is that he will attain

all of the success that we in our hearts hope he will and want him to.

Tickets

Every Club member has been handed two tickets to the Club's Financial Freedom. Those tickets are air, food and water to the Club's existence, and the more forcefully that the members realize this fact by selling the tickets, the more will knowledge be brought to the Governors of the Club and Officials of the Company that it is the desire of the Club Members to have the Club continue to exist.

If ithout the turning of those tiekets into cash the Club cannot exist. This fact has been made plain enough to the members ever since the Ball was announced. It is a fact that has to be assimilated by everyone concerned.

Geographically, it is only a step across the street from the Paramount Building to the Astor Ballroom: financially speaking, it is only a step from the securing of the tickets to the Ball to the securing of the cash for them. This is the step that has to be taken before you can step across 44th Street with a heart light enough to get all the fun that you want to out of the Ball.

Lockers

Office Manager McLoughlin has caused another notice to be sent around regarding the locking of lockers and desks. This shouldn't be necessary; and the readers of this publication are the very ones that should make it unnecessary. You know, when you come to think of it—it's a commentary on your own common sense that you should need to be told so many times to protect the very valuables that you work so hard to get for yourself.

Think it over, and ponder at the same time on the accepted fact that it can take no longer than four seconds at the utmost for you to take your key from your pocket and lock your locker. If it so happens that you can put the four seconds to more valuable use, Mr. Me Loughlin will arrange for a valet to be on hand

for those four seconds.

This isn't being funny: it is just a tactics to try and convince you of something that decent, tolerant memoes cannot seem to convey to you.

OUR BUILDING COLUMN

A task requiring infinite patience now confronts Office Manager Joseph P. Mc Loughlin and Lawrence Bailey. A contractor is engaged in the work of laying lincleum throughout the Paramount section of the Paramount Building. You householders who have had the kitchen re-linoed at some time or other during your stay on this earth, can appreciate to the full just what it must mean to be superintending the laying of the tens of thousands of square feet required to cover the Paramount floors.

That grand and glorious skating rink on the tenth floor, which discharged the Foreign Publicity Department and took as a new tenant the Real Estate Department, is being compartmented into a series of snug cubicles. Steady and important growth on the part of Mr. Young's Department is re-

sponsible for the alterations.

PEP-O-GRAMS

EUGENE J. ZUKOR, newly appointed assistant to Sam Katz, president of Publix Theatres, has been one of the chief spirits in the ever growing progress of the Paramount-Pep Club. For the first two years he was the Club's President, and from thence onward he has been Chairman of the Board of Governors. Below he makes an appeal, the significance of which cannot be overlooked by any member of the Club. Read his message, absorb its spirit, and then strike out with every ounce of action and energy at your command to do your share in making a success of the Ball.



Club's Future Actually Staked on the Ball

An Appeal to Club Members to Make the Paramount Pep Club Ball a Big Success

By EUGENE J. ZUKOR

DEAR FELLOW-MEMBERS:

Our club has progressed year after year without the members realizing the tremendous work undertaken by a few. Each year as the scope broadened the work became harder and the outgo greater. However, the officers assumed their tasks cheerfully and did not take the easiest way out by passing the responsibility back to the members individually. The dues throughout remained at a nominal figure. It is our idea to maintain the \$2.00 standard and to seek other avenues of additional revenue elsewhere.

We are now facing our 1928 program, which will cost about \$15,500 to meet. We have devoted many hours to the study of this problem and the officers of your club assume the full responsibility of their decision. As you know, the great step taken was the promotion of another Paramount-Pep Club Ball to be held on March 23rd. The club's future is actually staked upon this affair. If it is a failure we shall be forced against our will to increase the dues and to curtail the club's activities, to conform with the income.

You can readily understand what your co-operation means. Every ticket given away costs your club money—every ticket sold will make possible activities which we all enjoy. The problem is in our hands as Paramount-Pep Club members and it is up to us to back up the officers of the club, who have assumed the thankless task of raising funds for our club.

CONGRATULATIONS TO PARA-MOUNT'S LONG SERVICE BRIGADE

For reasons which escape the mental processes of those responsible for the production of this magazine, the Pepsters who should have come proudly forward and announced the great length of service they have had with the company, have stayed strangely in the background. But there are more ways of finding out things than by merely asking; so we summoned our sleuths and detailed our detectives.



Sadie Spitzer

That's how we have been enabled to learn that Sadie Spitzer, who is known throughout the ranks of the organization because of her super-efficiency as secretary to G. B. J. Frawley, does this month complete the eleventh year of her service with Paramount. She's proud of that service: and we

are happy to congratulate Sadie because of

Another one who broke down and confessed under the gruelling cross-examina-tion of our detectives was Charles E. Gart-ner, assistant manager of the Foreign Publicity Department. Under the merciless cross-fire of questioning he admitted that he will complete the 12th year of his Paramount service on June 1st, though he did finally add that a year and a half of this twelve was spent with the Allied forces.

Daisy Weiss entered upon her tenth year with Paramount on March 3rd last, and considering what a youthful person she is, her friends are of the opinion that Miss Weiss must have been just a baby when she became a Paramounteer.

BACK WITH A NEW NAME

Mrs. Jacobs (nee Irene Lipman) is back at her desk in Joseph Sweeney's department, and of course the popular question is-"How does it feel to be called Mrs. Jacobs?"

THE MOST RECENT CABINET MEETING

The Committee Chairmen of the Club gathered together in the Law Library on February 16th to discuss the Ball. President Vincent Trotta presided, and the indications were given forth that so far as the Committee Chairmen are concerned, the Ball is going to be a success.

Subsequently the Advertising, Publicity and Souvenir Committee gathered at a little informal meeting, and put into 'the works' a bunch of additional plans to make this Paramount-Pep Club Ball one of the most unique in the annals of Broadway.

It's up to the members now!



POPULAR PARAMOUNTEER MAR-RIED

One of the most prominent of the early February society weddings in New York was that of Mr. and Mrs. Leonard Jarvis Cushing. A foremost member of the Home Office Department of Distribution, Mr. Cushing has been very popular with the Club members since joining the organization a year ago. Mrs. Cushing was formerly Miss Barbara Brokaw, eldest daughter of Mr. and Mrs. Irving Brokaw of New York.

Our scene of the happy couple has been reproduced for a recent issue of the roto section of The New York Times.

GETTING THE LOW DOWN ON THE HIGH NOTES



Helen Strauss, who was secretary of the Paramount-Pep Club under the Presidency of Joseph Mc-Loughlin, is getting a lot of insights into the practical side of singing, dancing and stage presentation in her capacity as secretary to Mr. Cowan, who has charge of audi-HELEN STRAUSCtions and engagements of

prospective performers in Publix presentations. She will undoubtedly be identified with quite a lot of the work of supplying the entertainment for the Club's Movie Ball on March 23rd.

THE GLAD HAND IS OUT TO THESE NEW CLUB MEMBERS

Membership Committee Chairman William Goldstein announces that the following members were received into the Club's ranks at the general meeting held at the Roosevelt Hotel on February 14th:

G. Darwin Andrews, Paul Broderick, Mary Canavan, Yorma V. Davis, Tina Gurvey, Richard Halliday, Lonora Korenstein, Lester Miller, Al. Moquin, Robert C. Moriarty, Louis Phillips, Harry Rappaport, Benjamin Segal, I. H. Shain, Helen Walz, Marion Zimmermann.

May their stay with us at least equal the pleasure we feel in having them with us.

NEW OFFICE CREATED FOR DR. EMANUEL STERN

In recognition of the services of Dr. Emanuel Stern as head of the Paramount Medical Department for the last several years, the Executive Committee of the Corporation has made Dr. Stern Medical Director of the company and all of its subsidiary interests. While there will be no changes in Dr. Stern's duties, the Executive Committee recognizes the importance of the work which Dr. Stern's department has been doing and has made the office of Medical Advisor a part of the Corporation's official personnel.

We most cordially congratulate Dr. Stern for the high compliment which has been paid both him and his Medical and Welfare Department. He is one to whom we should all be mighty grateful, for it is more than comforting to know that immediately our systems go wrong, or our nerves and temperaments spin askew, there is a doctor right here in the Paramount Building whom we can consult and who can cure us. We oughtn't to ever overlook this Medical and Welfare Department: it is one of our Company's many services to us, and it is up to us to show our appreciation of this fact in a practical fashion.

MANAGER OF THE B. B. TEAM

This is Ray L. Pratt, Chairman of the Athletic Committee, and manager of the Paramount Pep Club Basketball Team.

The team did wonders during the season just finished, and though they didn't finish at the top, they have the measure of all the other teams for next year.



MELVILLE A. SHAUER SENDS REMEMBRANCES TO ALL



No week passes without a big budget of news from Melville A. Shauer, past president of the Paramount Pep Club, and now special representative of Paramount's Foreign Department temporarily assigned to Europe, with headquarters in the Paramount Theatre, Paris. Prior to the

Mel. Shauer atre, Paris. Prior to the return of his father, Mr. E. E. Shauer, from Europe, Melville accompanied him on an extensive tour of survey which took him through France and Italy to Egypt, Greece, Jugo-Slavia, Hungary, Czecho-Slovakia, Poland, Germany, Holland, Belgium and France.

Every budget of news from him urges that his very sincerest remembrances be passed along to his friends in Home Office and throughout the length and breadth of the organization. He is working very hard, and accomplishing a great number of very vital things; and although he misses all of his friends 'like the very dickens,' he knows that the reunion with them is going to be well worth the waiting for.

THE MEYERS CONGRATULATED Mr. and Mrs. Frank Meyer are receiving stacks and stacks of congratulations over the arrival of a little son last Wednesday.

Mr. Meyer recently assumed the supervision of the Purchasing Department of Paramount and Publix, in addition to numerous other executive duties, and with customary Purchasing Department precision has reported that the newcomer weighed eight pounds twelve ounces at birth.

Mrs. Meyer and the baby are doing fine, and Frank Meyer is bearing up splendidly

under the nervous strain.



HE'LL MAKE THE TUNE TO MAKE THE TOE TIPS TAP

What could be sweeter for you dancing fans than to have Senor Vincent Lopez leave his famous Broadway Casa Lopez for the evening especially to provide the music for the dancers at the Paramount-Pep Club Ball. And that, Pepsters, is precisely what is going to happen. Your Entertainment Committee is doing its valiant share towards making the Ball a whooping, walloping success (just as they expect you to contribute your share to that same success), and this fact has resulted in the engagement of Vincent Lopez for the evening. Broadcast this news far and wide, for in the selling of your tickets it is one of the greatest sales arguments that you can use.

Ten More Days to "The

In just ten days we will be able to each of us there that *We Truly Have a Grand Club*. At for the knowledge of having a great Club can on Movie Ball which is scheduled to glorify the even

Here is no time to set forth what you should be doing it. Here there is only the time and the space that if you have not done, and are not doing, your share stone around the neck of the Club, dragging it down

You want your Club to endure; you want it and your grand and glorious Inauguration Dinner I to be sufficient any more. You've got to use the san life: you've got to go out and work for them—and Pep Club Movie Ball! You've got to sell tickets; gat glittering gathering on Broadway at the Hotel Asternation



THERE CAN BE NO C

itest Event of the Year"

hat is how our belief runs at the present time, ne from the success of the Paramount-Pep Club March 23rd — just ten evenings from tonight. g to ensure that success, and why you should be you that it is a case of "Swim, Club, Swim," and that ake the Ball a success, then you are just as a mill-livion.

from success to success; you want your Picnic But merely saying that you want them is not going ics that have always won the worth while things in means that you've got to work for the Paramount- attendance; strive to have the greatest and most the evening of March 23 rd!

ROMISE ON SUCCESS



FLASHES FROM THE FLOOR

By Jack Davis, Basket Ball Reporter

It is with regret that I cannot report a victory for the basket ball team over the team representing Pathe in our last game. In my opinion they were unbeatable that night and we were far from in form. However, at our best we would have been forced to bow in defeat to a team that was working as a perfect scoring machine, while at the same time presenting an almost perfect defense. The score at the close of the game stood Pathe 58, Paramount 29.

While it would appear from the score that the game was one sided and uninteresting, this was not so, as it was as interesting and exciting a game as our previous encounter with Pathe from which we emerged victorious. To sum it all up in a few words, it was a good, clean, fast game, in which the better team finished at the top of the League.

We are looking forward to a dance and basket ball game which has been arranged for an all star team which was selected by officers of the Motion Picture League. This game and dance will be held at Palm Garden on March 30, 1928, and they will have as their opponents the Pathe team. The members of the All Star Team are as follows:

Players: Scholtz, Keenan, Hollander, Helt, Davis (Paramount): Star, Theeman, Press (Fox); Yates, (Consolidated).

This should be a game worth seeing and reporting.

MAKING FOR GOOD HEALTH

On the order of Ralph A. Kohn, Treasurer of Paramount Famous Lasky Corporation, all department heads are to be governed by the following set of regulations which will make for still greater efficiency and happiness within the ranks of the organization:

Physical examination will be required of all new employees of the Home Office. After a Department Head is convinced that an applicant is satisfactory in other respects the Office Manager will arrange with the Medical Department for the examination. New employees will not be placed on the payroll unless physical examination is favorable.

Department Heads who observe indisposition on the part of an employee will order that person to report to the Medical Department at once and be governed by the Doctor's orders.

Employees returning to work after absence due to illness must report to the Medical Department before returning to their desks. Failure to so report will result in the deduction of their salary for the period of absence.

NEW MEMBERSHIP CHAIRMAN



This is William Goldstein, Chairman of the Membership Committee. His drive for new members goes on tirelessly. Under his guidance, a new batch are added to the roster in this issue, and you can bet your sweet life that there'll be another big batch next issue.

APPOINTED TO ENTERTAINMENT COMMITTEE

Entertainment Committee Chairman Lcuis Diamond wants the entire Club to know that William McIlvain has been appointed to the Entertainment Committee. This means that "Mac" will be lending a lot cf his renowned energy to the successful conduct of the Ball on March 23rd.

FOLKS WE KNOW

MARRIED: Selma Greenbart is back at work after a two weeks' vacation. Our correspondent adds that the cause was Matrimony, and wishes us to extend congratulations and best wishes. We do! RESTED: Gertrude Levy is back from a week's rest at Atlantic City. (So a marriage is a vacation; and a vacation is a rest. Well, now we know, and sincerely thank our correspondent. Ed..).

OUR SOCIETY COLUMN

Irene Lippman who became Mrs. Benjamin Jacobs on Feb. 25, was given a surprise party by Ruth Johnson of the Disbursements Dept. on Saturday, Feb: 18. The following besides Irene gathered at Ruth's home: Mamie Baker, Doris Lipschutz, Mary Turner, Mildred Tormey, Zelda Pyne and Maxine Kessler.

Irene was presented with a package which contained some useful kitchen utensils; also a letter written in rhyme as to how to make the best use of these utensils. A delicious lunch was served to the double quartette. Everyone had to entertain—and they did! A most delightful time was had by all. Thanks, Ruth! — M. K.

NURSE. With the advancement of Dr. Stern's Medical and Welfare Department to a position of still higher standing in the organization of Paramount Famous Lasky Corporation, this seems as fine a time as any to pay tribute to Miss Kathryn Ryan, whose efficient capability and reassuring personality make visits to the Medical Department such that any traces of trepidation are removed. Miss Ryan has contributed very materially to the progress of the Home Office Medical and Welfare Departments, and we wish her still further success.

PEPSTERS' FIRST OPEN MEETING DANCE A HAPPY SUCCESS

Club Members and Friends 'Sardine' Roosevelt Ballroom

The Paramount Pep Club held its first dance open to members and friends at the Hotel Roosevelt on February 14th, and the affair was a shining success. The dance hall was a perfect forerunner of what the lobby of the Paramount Theatre was like all last week with "The Showdown" showing. Several hundred members (plus an equal number of friends who envied them their association with 'The greatest organization on earth') sang, danced and listened to the very excellent music of the Paramount Pep orchestra.

Prior to all of the funmaking festivities, President Trotta conducted the members through a meeting which explained to them what their shares were to be in the making of a great success of the Paramount Pep Club Ball. This was followed by reports from the various committee chairmen, and from those who have the organization of the Ball activity in hand. Entertainment Committee Chairman Louis Diamond, who is heading a bunch of workers upon whose shoulders will fall the major responsibility for the success of the Ball, gave a most en-

HE'D SOONER WATCH THAN DANCE

This ought to surprise one of the Pep Club reporters. She sent to the editorial office a contribution she firmly believed would never be printed. It told about how she asked the editor to dance, and he refused. She also pointed out that it was Leap Year. (But that didn't mean a thing to the editor, who comes from a country where the kan-garoos make every year a leap year.) At all events it was a rather humorous contribution, and the only injustice that the editor is doing to his readers (in this instance, at least), is that he is not printing the article exactly as it was written.

As for dancing; the editor thinks that it is sufficient to dance to the tune of life, and at least there is a measure of respite to be gained from standing on the sidelines at a dance and watching others dancing.

SIX DAYS, SIX DRESSES, AND A RAINBOW

All treatises on the individuality of character as expressed by one single color fail to ring true when applied to a certain young lady of the Tenth Floor, who can wear a dress of strikingly different color every day of the week and still, according to the report of our correspondent, appear attractive and distinctive.

Miss Lillian Goldsmith, of the Foreign Title Department, has been seen successively in dresses of blue, green, red and several other colors during the past week or two.

SAYS PEGGY BLONDE

"What could be more sad," said a schoolmistress, "than a man without a country?"

"A country without a man," answered a pretty schoolgirl.—Easton Morning News.

couraging report, particularly with regard to the strength of the entertainment that will be provided, and the glittering galaxy of social, stage and screen celebrities who will be present.

Then the dancing got under way. But between times there were slabs of very plcasing and popular entertainment. There was also the raffling of tickets for the Ball at a

quarter a throw.

It was a mighty fine evening, the third of its kind; and the spontaneity of those who participated in its happiness is surely a pleasant augury of the success we know is bound to come from the Paramount Pep Club Ball on March 23rd.

An Appeal to Character

Of the many ideas and suggestions propounded for the advancement of the Paramount-Pep Club, the most promising are given wide circulation among the the Club members in mimeograph form. These questionnaires are sent forth in order that popular reactions to the ideas might be obtained, and in the majority of cases they fulfill their purpose.

But at the same time these questionnaires have served as excellent indexes of character, with those members who believe it the acme of mental perfection to wisecrack at the expense of others revealing their character in no unmistakable fashion.

Frankly, this isn't co-operation: nor is it sporting: and it isn't even a decent attitude towards those Pepsters who are giving good thought and energy to the advancement of the Club.

If you must indulge in smart-alecking and wise-cracking, you should at least pay your own self the compliment of making sure that you first of all have an appreciative audience.

VINCENT TROTTA President, Paramount Pep Club.

FRANK SCHREIBER is just about the happiest person on the tenth floor. Reason; he received his best girl's photograph as a valentine. This particular valentine is on exhibition any day during the week from nine to five o'clock. Frank is a glutten for work these days and appears to be doing bigger and better things since the valentine arrived. Oh boys, but it must be wonderful to have such an inspiration! Next stop St. Louis! T.V.B.S.

"I put a matrimonial advertisement in the paper and one of the replies was from my fiancee."-Der Goetz, Vienna.

[&]quot;I have no more confidence in women." "Why not?"

WHAT ROAD SHOWS REALLY ARE. This very excellent article by A. Griffith Grey, head of Paramount's Road Show Department, comes to us through the co-operation of Irene F. Scott, Chairman of the Educational Committee. It should be read by every true Paramounteer if for no other reason than to inculcate into them the full facts of what Paramount Road Shows are and what they actually accomplish.

WHAT THE ROADSHOW PICTURE MEANS TO THE MOTION PICTURE INDUSTRY

By A. Griffith Grey, General Manager of the Paramount Roadshow Department

Generally speaking, a roadshow picture is a spectacular production meriting that much abused term, "epic." The genuine roadshow picture is vastly superior to the ordinary movie in popular appeal. But the main distinction is that a roadshow film is handled and presented exactly like a legitimate show. The prices of seats are scaled up to \$2.20, there are only two showings daily with all seats reserved, there is a musical accompaniment that has been written specifically to synchronize with the theme and motif of the picture, and there are usually some special effects, such as the Magnascope and the airplane sounds in "Wings," ' which, like the musical score, are employed to accentuate and enhance the dramatic or comedy action of the film itself. Perhaps I can make clearer my explanation of the term "roadshow picture" by citing those which have been most successful as \$2 photoplays—"Wings," "The Big Parade," "The Covered Wagon," "The Birth of a Nation," "The Ten Commandments," "Way Down East," "Beau Geste," "Ben Hur" and "Hearts of the World."

Advancing the Industry

At the risk of being accused of bias (for I have specialized in the handling of road-show pictures ever since "The Birth of a Nation" was first presented fifteen years ago) I contend that the roadshow has done more for the advancement of the industry and the prestige of the motion picture than any other single factor. I honestly believe that the stimulating effect of the real roadshow pictures enumerated above has done more to throw the business forward than anything else. For they are the show win-dows of the business. Roadshow pictures such as "Wings" or "The Big Parade" will excite forty times the comment that an average program picture will provoke. A genuine roadshow picture may be pointed to with a distinct sense of pride by all associated with the industry. It is an un-deniable fact that every truly fine picture made by Paramount confers a benefit upon all the other companies, for it elevates the standards of the cinema.

Tickets in Advance

But it is another and equally vital sense that such productions as "Wings" and "The Covered Wagon" help the entire industry. Griffith Grev



A totally different audience patronizes \$2 film entertainment than you will find in the palatial picture palaces. That large group of entertainment lovers who usually attend musical or spoken plays prefer to see a fine picture where seats may be purchased in advance, with no waiting in line, and no interruptions while the performance is going on. Drop into the Criterion any night and you will observe that there are as many men and women attired in evening clothes as you will find at the high priced musical comedies. That class of patrons who prefer to buy their seats through a ticket agency generally do not attend ordinary movies, but they will go readily to see a roadshow production.

And when this extremely large element of men and women-lukewarm toward movies — do attend pictures presented like "Wings," "The Ten Commandments" or "Beau Geste," they will find a desire has been stimulated to see other screenplays. During a recent discussion of new motion picture trends, Jesse L. Lasky himself told me that he regarded as one of the vital problems of the business, the need of attracting fresh patrons to the films. In other words, we have 30,000,000 or more enthusiasts who are regular cinemagoers and probably see as many as fifty films a year. The industry can expand only by gaining the sympathy and interest of those who, for various reasons, do not go regularly to the movies. And I maintain that the roadshow picture is a good inducement with which to attract the great numbers who never have grown to appreciate the enjoyment and educational advantages to be derived from many films.

Now, I have pointed out the value and the importance of the genuine roadshow picture from the standpoint of adding prestige to the industry and also in attracting new business. But there is another reason

(Continued on Page 12)

THE COHEN SISTERS VISIT US

One of the feminine thrills of the past month was registered with the arrival in New York of the Misses Henrietta and Gertrude Cohen, who left the stars to their own devices in Hollywood while they eame on to the Crossroads of the World to exchange confidences about the latest Spring fashions. Henrietta arrived for a vacation visit: Gertrude eame to return to work among her Home Office associates whom she temporarily deserted a couple of years ago to go and find out if we actually have got studios out in Hollywood.

When they arrived in New York there was the greatest boom in telephone ringing since it was made legal for a man to say "Hello" to a girl without being introduced to her formally. And the eulmination of the 'phone ringing was a happy luneheon at Sardi's, attended by all of the girls who have been with Paramount since -well, you know how long ago. It is rumored that there was a little eonversation, more or less, during the such-and-such a number of hours that the luneheon lasted.

Last week Henrietta Cohen went back to Hollywood—back to Clara Daniels and Bebe Bow and W. C. Conklin and Chester Fields. In other words—back to the sunshine of Califilmia, while sister Gertrude stays here with us.

BIDDING FOR A GOOD TIME

A very successful bridge party was held at the home of Dorothy Maloney, on Monday, Those present included Rose March 5th. Kirseh, Betty Whelan (regular sharks), May Oman, Ida Diekmeyer, Ruth K. Johnson and Henrietta Betehuk, Official Score-Keeper.

There was a lot of bidding, setting, grand slams, and other plays, but it was noticed that once little Betty Whelan starts to play, she won't pass a bid or go home when the time The winners were Rose Kirseh and Ruth Johnson (that is, they won with the help of the other players). All had a wonderful time-marvelous food, singing, etc. But it eouldn't be other than a suecess with two such hostesses as Dorothy and her mother.

–R. K. J.

CHOOSE YOUR OWN FUN
The Kittridge School of Sports makes announcement of the following courses of instruction: Tennis, Golf, Riding, Swimming, Diving, Feneing, Ballroom Dancing, Rhythmic Daneing, Arehery, Basketball, Handball, Jiu Jitsu and Corrective Exercises. (next col.)

ON A DUE, DUE, DUE-Y DAY!

It seems hardly in the fitness of things that we should be taking space to point out the faet that several hundred members have not paid their dues. What we think of them must surely be surpassed only by what they think of themselves.

Membership Committee Chairman Goldstein makes announcement that he will again go the rounds tomorrow morning (sinee today was payday), and there isn't an alibi in the world suitable for the requirements of those numbered among the hundreds of delinquents.

STOP PRESS PERSONALS

Congratulations to Victoria Stolfi and Anna Stumpf, who were such-and-such a number of years of age on February 28th. (If it had been the next day we'd have had a surer basis for reckoning). Victoria is sporting a pretty amethyst ring.....Luck was with the contract department at the Roosevelt dance. Laura Shiller, Roslyn Millman, Alice Fisher and her boy friend all won tickets to the Paramount Ball....Mary Canavan has returned to her desk after a few days of illness.... Stepping out is too much for Adelaide Donohoe: she has a sprained ankle.... One of the 12th floor girls had an art exhibition recently, Hope the 11th floor folks liked it. Consternation would have reigned if the geranium had fallen.... Ask Helen Kane how Bauman's pies are.... The word is out—Jimmie Reilly, the Crooning Contralto of the stockroom will be married April 29th to Helen McKeever. Our congratulations and best wishes to the happy couple.... The Budget Department has many talented members; one of them is Charlie Schabacker, amateur cameraman. Last year's vacation he Congratulations to Victoria Stolfi and Anna Budget Department has many talented members; one of them is Charlie Schabacker, amateur cameraman. Last year's vacation he spent at Salisbury, N. C., attending a convention. He stopped off at various spots shooting sights, and he also filmed the convention. Now he's shipping films to the delegates, among whom are representatives from the wild and woolly west—Omaha, Neb.... Elleen Donohue and Katherine Janz both desks and their associates have since welcomed them back....Invitation is issued to go in and see 'Nick' T. Devereaux, newest member of Pipe Smokers Lodge No. 1161.

DOING NICELY, THANK YOU

Irene Sullivan, ever busy secretary to Office Manager Joseph MeLoughlin, recently underwent an operation for appendicitis. It is our pleasant duty to inform the organization that she is making exeellent progress towards recovery and is spending her convalescence at a well known winter resort.

Irene F. Seott, Chairman of the Educational Committee, has all the rate bulletins.

CK E T

President Vincent Trotta announces that the prices of tickets to the Ball apply as follows to Paramount-Pep Club members:

> Tickets per pair (member and friend) \$10

This occasion is taken for again drawing your attention to the letter of Eugene J. Zukor, printed on Page 3.

WHAT A ROAD SHOW PICTURE IS

(Continued from Page 10)

why the roadshow is vital to the motion picture business. A picture which is of such excellent quality that it is worthy of special presentations, but which does not receive same, has certain limitations as a money getter when released to the picture houses. Such a film is not likely to net more than a certain amount. But if it is exploited as a roadshow, with the tremendous advertising and publicity which always accompany \$2 films, the picture will yield its producers at least 331, per cent more in the picture houses, plus its roadshow profits, plus the invaluable prestige it will give the company sponsoring it.

The roadshow department is the main axle upon which the distribution department should operate in selling the bigger and

better grade of pictures.

Unless a film actually possesses the qualities of a roadshow picture it should not be exploited as such. I have always been very strongly opposed to advertising pictures as roadshow pictures unless I sincerely believed that they would hold up.

However, if a film warrants handling as a roadshow, is presented as a \$2 entertainment, and then fails to hold up, that same picture will derive just as much revenue, and perhaps more, in the picture houses than it would if it were released as merely a routine film. In other words, roadshowing a film cannot impair its sales value to the picture houses and chances are that it will considerably increase its worth.

THE BALL ENTERTAINMENT

This is genuine stop-press news to tell you the names of a few of the headliners who will entertain you at the Ball . . . Vincent Lopez and his two orchestras will be there, Paul Whiteman will have a regular presentation, Mary Eaton and Oscar Shaw will come from their show, and Ed Wynn will be The Perfect Fool.

THE FIRST YEAR

March 25th, just two days after the Ball, is a very important day for Paramount Pepsters. It is the first anniversary of our occupancy of the Paramount Building, at the Crossroads of the World.

Although last November 19th marked the first anniversary of the opening of the Paramount Theatre, it will not be until March 25th that we may celebrate the completion of our first year in the Paramount Building.

So far as the Club is concerned—if the Ball succeeds as we believe it will, then we will surely have wonderful cause for celebrating the first year.

Lady: "Could I see the captain?" l'irst Mate: "He's forward, Miss." Lady Passenger: "I'm not afraid. I've been out with college boys.'

ROAMING TO ROME WITH SAMMY

Last month Sammy Cohen ended his Cohen's Tour at Bologna, where he stopped off to sample the asparagus (or is it delicatessen) for which the place is famous. This month we go forward a few more steps with him on a journey which ultimately brought him right back to New York, and to the home office of Paramount's Foreign Department. Turn back to last month's issue, pick up the cords of the story, and proceed:

Florence may belong to Italy by the grace Florence may belong to Italy by the grace of God and Mussolini, but it is over-run with Americans thru the courtesy of Cook's Tours and the American Express Company. I was a little puzzled at first to account for the tremendous popularity of this city. Then it suddenly dawned on me. Florence has "it", And Americans being ardent admirers of this elinorglynish quality flock here in great numbers. At any rate, a visitor feels perfectly at home in Florence no matter what part of the States he comes from. I heard English spoken here with a broad a, a Brooklyn acspoken here with a broad a, a Brooklyn ac-cent, a Southern drawl and a Western twang. To the dyed-in-the-wool New Yorker, a trip

around town is productive of sights and scenes strongly reminiscent of New York. Believe it or not, Florence has its lower East Side section. And in one of the open squares of the city I heard a plausible young man exhorting the passing throng to "step right in the passing throng to "step right". up, ladies and gentlemen, and get a \$5 silk unibrella for fifty cents." The language may have sounded strange to me but there was no mistaking the patter!

As one who has viewed with alarm the increasing tendency on the part of the flaming flapper to make both ends meet in the matter of dress. I was not uninterested in this sign tacked up outside a church: "All the women must be modestly dressed to enter the church with the modestly dressed to enter the church with the modestly dressed. ter the church, with the neck covered and with long sleeves."

If you go in for art with a capital "A", you can't afford to pass up Florence. It contains some of the world's finest pictures by such masters as Tintoretto, Vandyck, Titian, Watteau and—Paramount. The former are to be seen in the marvelous art galleries and museums; the latter are exhibited in the best theatres in town.

I am frank to admit that I learned about art from Florence! "Twas there, I discovered that the three "r's" mean something more than 'readin.' 'riting' and 'rithmetic. They also stand for Rembrandt, Raphael and Rubens, the famous painters. Live and learn! I had always thought Rubens was the name of a New York restaurant that charged \$1

or a sardine sandwich!

A year ago the name Ponto Vecchi would have meant less to me than abracadabra. Today I haunt "Ask Me Another" parties in the hope that someone will bring the questioner as the Level grant about 15 cm. tion up, so that I can answer in a loud, firm voice: "Ponto Vecchi is probably the world's most unique bridge. It is one of a series of bridges that extend across the Arno river which divides Florence in two parts. But it is different from the rest in that it is lined

on either side with small jewelry shops."

There must be more than a hundred of these emporiums, hardly larger than booths, each with its own flashy little window display, each intent on luring the stray lira from the spendthrifty tourist. Verily a fascinating sight!

I said good-bye to Florence with a sigh of regret. Florence has charm. Florence has personality. She sure vamped me. I hated to leave. Still, there was the comforting thought that Rome was waiting to welcome me.

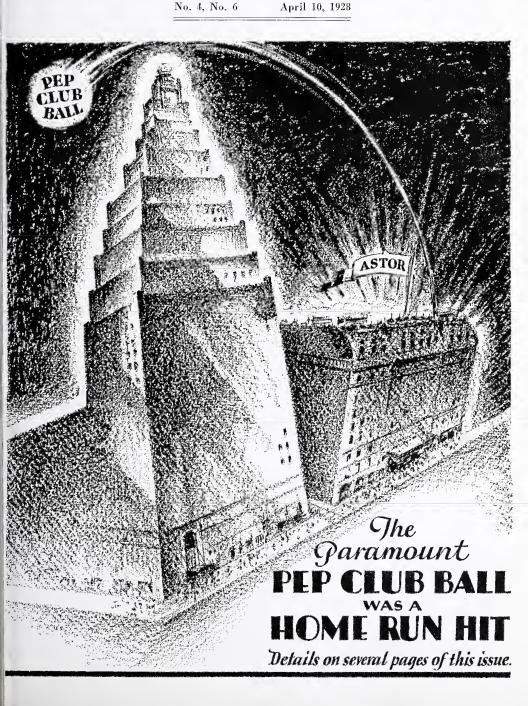
Rome-the Eternal City! Rome—home of the Pope!

Rome-headquarters of Mussolini! Rome-where everything is royal except

the debt-that's public!

On-to Rome-all roads lead to Rome!

Published by and for the Members of the Paramount-Pep Club.





ART EDITORS

Ray Freemantle

Saul Schiavone

Albert DeaneEditor

Contributing Editorsall members of the

Paramount Building, N. Y. C.

Vol. 4, No. 6

April 10, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. RE-PORTERS: Lilian Hauser, Maxine Kessler, Villiam Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen. CHAIRMAN: Jerry Novat. VICE-CHAIR-

Go to the Doctor!

Going to see the Doctor is far more a demonstration of strength of character than it is one of weakness. There are some folks who wrongly imagine they will be classed as weaklings if they run to the doctor as soon as they find a distinct variation in their regular health. Nothing could be farther from the truth. If your health is not all that it should be—no matter in what slight degree then you most certainly need attention. And that is what the doctor is here for, right where you work. It's simpler to see him than it is to requisition a sheet of paper, or to walk to the elevator, so if you don't make a point of sceing him when you should—why then it will be a display of weakness of character.

Seeing Your Own Theatre

It came to us with the force of a hammerheaded shock to learn that there are actually Paramounteers working in this Paramount Building who have never been inside the Paramount Theatre since it opened a year and a half ago. We should like to publish their names in flaming red-and we even may, one of these days. But in the meantime we leave you, who know the Paramount Theatre inside and out, to speculate upon your opinion of those Paramounteers who have so far been without the requisite pride that would take them within the theatre the fame of which is known to the ends of the earth, and which represents the united efforts of Paramounteers the world over.

FEELINGS

When you are writing something for publication in Pep-O-Grams, just take this point of view: supposing what you are writing about somebody else was being written by somebody clse about you! Would you like it? Or would you prefer that the item be sent to the wastepaper basket before even reaching the editor?

WAVE A GRAND WELCOME

At the end of the month, long before the next issue of Pep-O-Grams is 'in the works,' our Paramount Building at the Crossroads of the World will be happily invaded by a bunch of Paramounteers from all over the world, here to attend a wonderful Convention in They'll be here from Brazil, Il'ashington, lapan, Italy, Panama and many other countries, and they are all members of the Paramount Pep Club. You don't see 'em very often, but you'll be able to recognize 'em easily. Be sure and tell them how glad you are to see them, even though it is only for a few days each couple of years.

TWENTY SOLID WORKERS WHO ROLLED THE CASH ALONG

Every Paramounteer worked for the success of the Ball, according to his, or her, lights, but there were some who sparkled brilliantly. And in order that due honor might be paid them, we give you herewith the Club President's list of the first and foremost batch of workers in the success of the affair, whose efforts were responsible for just about fifty percent of the gross sales of tickets and boxes.

Sara Lyons\$1,220.00

Real Estate Department	860.00
Edward Brown	360.00
Percy Lockwood	350.00
Helen Strauss	340.00
Joseph Doughney	300.00
Dave Chatkin	300.00
Ruth Rothman	230.00
Frank Blakely	200.00
John McDermott	200.00
Dave Cassidy	200.00
Vincent Trotta	180.00
Russell Holman	140.00
Jerry Novat	120.00
A. L. Craig	120.00
Alice Blunt	110.00
Elmer Short	100.00

Agnes Mengel

Jane Stubbs

Owen McClave

TOTAL \$5,630.00

100.00

100.00

100.00

BALL A GLITTERING SUCCESS

60

Thoroughly Representative Paramount Gathering Throngs Grand Ballroom of Hotel Astor. Celebrities Present.

The story of the Ball can never be told in detail. There were so many who helped: so many who did more than their allotted share: and there was so much that went on behind the scenes to make for entertainment and enjoyment, but which was never known to the merrymakers, that to tell the story in full would necessitate the use of a research department and far more space than we are allotted here.

Suffices it to be said, therefore, that the Ball was a success, and that those who helped mightily, but whose names are not mentioned here, should see in the final result their own great reward for work grandly and unselfishly performed.

Well, the Ball took place! Moreover, the Ball was a grand and glorious success. The list of the efforts of twenty of the most diligent workers, published elsewhere is proof of this. And, no matter how strange and odd a beginning to a news story this is, we want to convince you that once again a Paramount effort has gone over the op.

The Hotel Astor, at the Crossroads of the World, was all aglitter the night of March 23rd. Taxicabs deposited m m a c u l a t e Paramounteers at its loors, and they streamed in to greet the reception committee with smiles which heralded a funsome evening.

The orchestras of Vincent Lopez disbensed irresistible music! The dancing hrong grew denser as the evening sped on! And as midnight chimed there commenced i rapid Paramount hour of the finest enterainment that the playhouses of Broadway and to offer. Then more dancing! Until, is the clock chimed four, or maybe it was ive, a still sprightly orchestra strummed Home, Sweet, Home" and the Pepsters lrifted drowsily to dream of recounting heir experiences the following day.

Such an evening! So happily orderly and n keeping with the true traditions of Paranount. Friends meeting friends; stars of he stage and screen mingling with the lancers; Adolphe Menjou and his bride-tobe, Katherine Carver, displaying a grand friendliness with the Pepsters. Ruth Elder, modestly beautiful, mingling with the Paramounteers who will later sell the pictures in which she is to be starred. Louise Brooks, with her customary calm confidence reflected in her face. These and many more made the evening a gay and representative one.

And what of the outcome of it all? We went over the top in superb fashion. Sales of tickets and boxes were most gratifying; and there was a corkingly good souvenir program, edited by Harold Flavin, with advertisements secured by Dave Cassidy, which made a handsome addition to the profits of the evening.

That was the outcome of it all! It means that the Pepsters of Paramount and Publix responded as they were expected to; and it means that we shall be able to do the things we had planned to do for the remainder of the year.

(And the editor, having said that say about the success of the Ball, hopes that the members of the reporting committee respond sufficiently to recount the various little pleasant episodes which took place during the evening, and which he was unable to witness.)

ALONG CAME RUTH!

Those who had even the faintest misgivings about the selection of Ruth Elder for featured and stellar honors in Paramount Pictures, had all of their doubts set to rest when Ruth swept into the ballroom on the night of the 23rd. This dashing young lady, who literally flew to fame, has personality, pep and pulchritude blended in a degree which is best expressed by the known and established fact that scores of thousands of patrons saw through an entire programme twice just in order to see her again in the news reels when she landed after her flight last year.

AND NOW that the Ball is over, and we've proven that we can stand on our feet without the assistance of the Year Book, let this achievement be but one grand chapter in an entire year of achievement. There are other great events ahead of us. Let us put into them the same genuine interest and spirit, the same unalloyed zeal which characterized the Ball. For after all, it's all for our own interests. And remember—the Club is inanimate until moved by the spirit of its members. While its success is in the measure of that movement.

IRENE F. SCOTT, EDUCATIONAL COMMITTEE CHAIRMAN, REPORTS "PROGRESS!"

Educational announcements are more or less scarce and flimsy these days. To any-one who is interested there is a dancing school run by one Arthur Murray at 3 East 43rd Street. 1 don't know anything about this school nor do I make any recommendation, I am simply passing the information on for what it may be worth and leaving any judgment to the individuals who may be interested.

The Rugby School is a prep school about which I am not informed beyond the fact that it has branches at 525 Ocean Avenue, Brooklyn and 451 Sutter Avenue, Brooklyn. The information I gathered from blotters which have been sent to me. The Central Branch Y. M. C. A. periodically calls my attention to its courses of instruction and free lectures which I should think would

interest a good many.

AFTER THE BALL WAS OVER!



We present herewith an exclusive picture of the Treasury of the Paramount Pep Club as a result of the success of the Ball at the Astor, and mainly as a result

of the whole-hearted co-operation of so many Pepsters in the interests of this vital event.

> THE PICTURE PARADE By Martin Carroll

"Heave to," yelled the captain of Old Ironsides, smoothing his Red Hair, for he knew that The Secret Hour had arrived, and that meant The Showdown. It looked like Doomsday because High Treason had caused the spreading of The Dragnet. As he called, the Speedy Sunset Legion loomed up, showing him that although he was Adventure Mad, Something Always Happens to The Legion of the Condemned. He picked up his binoculars which showed him the Three Sinners. It was Easy Come, Easy Go for the captain that day, as he turned in the opposite direction to look at the Paramount Trade Mark.

DEEPEST REGRETS

To Mr. Elek J. Ludvigh, Secretary of Paramount Famous Lasky Corporation, the Paramount Pep Club as a unit expressed deepest sympathy on the occasion of his recent sad bereavement. Mr. Ludvigh's sister, Miss Clara Ludvigh, died in London last month, and the regrets of the Club were sent to our Organization's Secretary in a letter from our Club's president. Mr. Trotta has since received acknowledgment from Mr. Ludvigh.

HEADING THE HONOR ROLL



Sara Lyons started in selling tickets at such a pace that for a while it looked as though we would have to rent the Yankee Stadium for the

Ball instead of the Hotel Astor. And if there had been many more like Sara, we might have had to lease the State of Maryland or Rhode Island for the big event. At all events, Sara did wonderful work and gets her picture in Pep-O-Grams, together with the heartfelt thanks of the Club Members.

REAL REAL ESTATE WORK

Headed by Theodore C. Young, the Real Estate Department did marvelous work in contributing to the success of the Ball. Their receipts for tickets and boxes went mighty close to the four-figure mark, and that, as all Club



members agree, is spiffingly fine work. that all other departments could have responded in this pep-filled fashion.

THIRD ON THE LIST



Deserving of particular mention for his ticket-selling zeal in the interests cf the Ball is Edward Brown, Treasurer of the Company. Eddie ranks third on the Honor Roll, with a total calling for compliments and congratulations from all

other members. As a popular song of yester year said, "Very good Eddie."

PUBLIX SERVICE BY MEMBERS OF THE RECEPTION COMMITTEE

Not only were there Publix ushers from the Paramount, Rialto and Rivoli theatres to conduct box-holders to their respective boxes at the Ball, but the members of the Reception Committee demonstrated how thoroughly the Publix ideals have permeated the organization by giving such a display of courtesy and consideration to arriving guests that they were put at their ease right away.

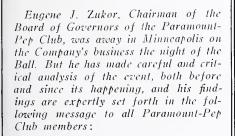
Among those who gave great service in this; respect were: Joseph Wood, Leon Bamberger, Joseph Doughney, Arthur Leonard, Joseph Sweeney, William McHvain, Phil Keyes, William Goldstein, Leon M. Savell and Joseph

Phillipson.

What the Success of the Ball Reflects

By EUGENE J. ZUKOR

(Chairman, Board of Governors of Paramount-Pep Club)



One of the very sincerest regrets of my life is that pressure of the Company's business held me in another part of the country the night of the Paramount Pep Club Ball.

However, in reviewing the event, it is my very distinct pleasure to be able to congratulate the Club on the manner and the measure of its success with the Ball, and at the same time to congratulate the Paramount organization on being the possessor of a Club whose members had both the spirit and enterprise to stage so exemplary an event as the Paramount-Pep Club Ball.

Two distinct phases of success are attached to the Ball. One is the purely financial success which guarantees the Club's continuance on an independent basis. The other, and more important, success is a moral one: the success



achieved by members of the Paramount and Publix organizations living up in the finest degree to the faith held in them by their Company's executives, and exemplifying before the world the Company's renowned and envied traditions.

Hearty praise is due all those who did such wonderful work in the interests of the Ball. Individual commendation is hardly practicable at this stage, for there were so many numbered among the workers; but at the same time it is simple justice to pay tribute to the work accomplished by Sara Lyons, Lou Diamond, Joseph Wood, Dave Cassidy and Harold Flavin. And, of course, to your President, Vincent Trotta, who did yeoman service during every waking hour in order that the Ball would be numbered with the Paramount successes of the past.

The Club now faces a shining future, guaranteed not only by the financial success of the Ball, but also by the legacy of this newest demonstration of the fine-spiritedness, self-respect and confidence of its members demonstrated before the elite of New York's business and social worlds.

SEEN AT THE McALPIN

Came two moments of exultation in the life of the w. k. Diamond on the eve of March 13th, witnessed by ye writer. Once when he proudly pointed out to V. T. that during the preceding dance (after the customary amount of coaxing) everybody was up and at it, with the exception of two girls who were so engrossed in cach other's words they didn't mind sitting out. And again, when one of the Fair Sex, by virtue of this year's prerogative or otherwise, asked him for a dance.

We promised to mention Elizabeth Dohm's pretty new navy blue frock, and it won't be our fault if this item does not find itself in print. Which reminds us that blue in all its varieties was predominant.

Rose Eidelsberg

PARAMOUNT PENCIL SKETCHES

Sammy Cohen, Pep Club's foreign rep-resentative, enjoying his usual afternoon cigar....Al Adams still sporting those loud ties....Tess Klausner going the rounds to visit friends....Frank Blakely commenting on the good art work of his department.... Maggie Russell telling about her boy friend.... Marguerite Bourdette tearfully leaving the old office to assume other duties which, of course, means the bonds of matrimony....Arthur Bell, the Scotch projectionist, not living up to his nationality.....Sara Lyons still calling for those prints from the exchange....Eddic Ugast displaying the latest in men's fashions....and Tom Walsh-oh what's the use - we know all about those kids, Tom. A Contributor.

ABOVE THE PARAMOUNT THEATRE

Amy Press is a big timer now, she's been promoted to entry clerk. We are glad to have you with us, Amy.....It's a good thing Mae Murray didn't appear at the Ball, because Miriam O'Conell was a big hit with her "Merry Widow Costume.".....

No wonder Esther Jablow keeps her girlish figure, she didn't stay for the dinner at the Ball, she said she wasn't hungry.....

The Entry Clerks are feeling blue these days. The reason — No more sheiks on bridge.....William Gold has been away from his desk due to illness. We all hope for his speedy recovery..... Henry Jung, the handsome 'sheik' of the Contract Dept., is recuperating after an operation for appendicitis. We all hope to have him back soon.

DICK EXPRESSES THANKS

R. M. "Dick" Blumenthal, who has had a severe bout of illness, and who is now convalescing at a famous sanitarium somewhere between New York and San Francisco, wishes to most sincerely thank all of the Pepsters who have so kindly inquired about his health and welfare during the past few weeks. He left New York on Monday of last week and will be gone for at least a month.

OUR HONORARY PRESIDENT HAD A SPLENDID TIME

One of the happiest people at the Paramount Ball was our Honorary President, Mr. Adolph Zukor. He arrived early with Mrs. Zukor, Mrs. Eugene Zukor and a large party of friends, and stayed late. His greatest enjoyment was produced by the spectacle of so many hundreds of Paramounteers having a perfectly wonderful time in the finest fashion possible.

TELEGRAMS OF SINCERE REGRETS

The exigencies of business were such that some Paramounteers whom we would dearly have loved to have had with us, were compelled to be absent. One of these was General Manager S. R. Kent, who sent the following characteristic telegram to Vincent Trotta, President of the Paramount-Pep Club:

Sincerely regret not being able to be with you, but I know you will have a very wonderful evening and may the spirit of loyalty and goodfellowship which have made this occasion possible continue with us forever. Cordially and sincerely

(signed) Sidney R. Kent.

There was also this telegram received from Judge Frawley in New Orleans:

After looking forward anxiously for Paramount Pep Club Ball, had to leave suddenly for New Orleans. Please convey my heartiest wishes for the most successful Ball we ever had and extend my sincere regrets for not being able to be with you all tonight. Sincerely

(signed) Judge Frawley.

And Frank Cambria, who produces those effective and spectacular Publix revues (and who tells you all about their production in this issue), also wired regrets:

Regret immensely my inability to be with you tonight. Hoping the event will prove the usual Paramount success.

Sincerely (signed) Frank Cambria.

AUDIT DEPT. NOTES

The Paramount ball is still the main topic of conversation.....A female member of the Audit Dept, was conspicuous by her absence, giving rise to the thought that the gate was well guarded and that our demon gate crasher was foiled....Aged bones were disregarded, and the seductive strains of Lopez music lured the older members of the department from their lairs to the dance floor occasionally....Al Raynis, our tenor, was present and as usual obliged with a tenor solo, ably assisted by Paul Graemer....All in all the affair was voted an outstanding success and regrets were expressed by the members of the department who were unable to attend.

Paramount Spirit Made The Ball A Success

By VINCENT TROTTA

(President, Paramount-Pep Club)



VINCENT TROTTA

The renowned Paramount Spirit, mainstay of all that we undertake whether in the interests of our Company or our Club, swept us along to victory in the enterprise known as the Paramount Movie Ball, which was held at the Hotel Astor, on March 23rd last.

The Ball was being held for a very vital reason; the very life and existence of the Club were at stake. With the Ball other than a success it virtually seemed that the Club could no longer go ahead; and, not going ahead, it must of needs have perished.

But the Ball was a success! The sturdy-spirited among the Club's members, with the fullest sense of responsibility, rose up as leaders and carried us so far "over the top" that the entire Club can genuinely experience the thrills of calling the Ball a financial and moral success: financial because it guarantees the continuance of the Club, moral because it revealed the true spirit which actuates the Club's members.

There is not the space here for detailing the names of all of those who valiantly gave of their best energy and initiative in the cause of the Ball. But I think that all members will agree with me that meritorious mention should be made of Sara Lyons, Theodore C. Young and Eddie Brown for their cash returns for tickets and boxes; Lou Diamond for his attention to a million details as chairman of the entertainment committee; Joe Wood for his work as Vice Chairman of his committee; and Harold Flavin, as editor, and Dave Cassidy, as advertising manager of the Ball souvenir program.

To these Pepsters, and to the hundreds of others who so splendidly did the work asked of them—and who graced the Ball with their happy presence—the Officers and Board of Governors of the Paramount-Pep Club are deeply grateful.

LOU DIAMOND—A BIG FACTOR IN THE SUCCESS OF THE BALL



The best of diamonds have sixty-four faces: and Lou Diamond was expected to have that many in order to be everywhere, and do all the things expected of him, during the lapse of time from the first proposal of the Ball until the time Vincent Lopez told the saxophone player to quit. As Chairman of the Entertainment Committee Lou did yeoman service; and in reckoning the success of the Ball we most naturally have to include Lou Diamond's name in the vanguard of those Pepsters who worked for that success with all their heart.

THREE PEPPY GIRLS ARE WE!

Rambling through the Pep files of photos for the past 8 years (and oh what we won't print one of these days when we get into that devil-maycare mood), we encountered this photo. It bore the photographer's date of October 1926, which in the feminine way of reckoning means last week. But principally it bore the likenesses three very



popular Pepsters. At the left is Margaret Russell, ever-efficient secretary to Advertising Manager Russell Holman; at the right is Tess Klausner, the film industry's foremost authority on stills; and in the center is Kathlyn O'Connor, of the Para-

mount Filing Department.

GREETINGS TO A PEPPY BUNCH OF NEW PEPSTERS

The following Paramounteers were admitted to membership in the Paramount Pep-Club at last month's meeting-dance at

the Hotel MeAlpin:

Margaret Arthur, Ellen Bailey, Billy Baker, John F. Barry, John Bellucci, James R. Boyle, William Enes, Romeo Fabrizio, Michael Gaudiosi, Mary Jakimowitz, Lucille Levy, Leo Pillot, James Robinson, Charlotte Schlauch, Fanny C. Shwartz, Joseph Sparti, Blanche Unger, Frank Ventre, May Weisberg and Lucille White.

Here's knowing that they are going to

Here's knowing that they are going to have a mighty pleasant time with the Club, and that they are going to still further brighten the Club with their peppiness and

enthusiasm.

A NOTE OF THANKS

The editor is in receipt of the following little token of gratitude expressed to Pep

Club members:

"Miss Caldwell wishes to thank her Paramount-Pep Club friends for the beautiful flowers sent to her during her recent illness."

First Stenog—"Did you observe Fire Prevention Week?"

Second Stenog—"Yes, I got into the office earlier; the boss was getting sore."

When you wake up at dawn and can't go to sleep again, it's a sure sign that it's a holiday.

We take the following article from the pages of "The Silent Partner," a business publication, unreservedly and without comment. But if you wish to make comment, we shall gladly open up a controversial column for that purpose in Pep-O-Grams.

Personal Telephone Calls

EVERY employee is entitled to a connection with the outside world. Personal telephone calls are sometimes necessary and should not be ruled against, so long as this personal convenience does not interfere too much with the regular order of regular business.

But when a customer calls two or three times and then gets this response: "The line is busy," that patron becomes impatient, and, when we are out of patience, we are not in possession of common sense, and of course our impatience turns to impertinence or impudence, and that is bad—bad for business.

Suppose you should speak to a salesperson and that salesperson should say: "I'm busy now," or say: "I'll take care of you after I get through visiting with my sweetheart," holy mackerel! how you would how!!

The public is educated up to the idea of prompt service, and is not willing to wait for Susie to tell Nellie all about everything.

It is not interfering with personal rights to discourage social telephone calls during business hours—it is inaugurating a plan to protect the interests of the business that must be maintained—a door must be kept open else customers will call elsewhere.

SPRING IS HERE! (By Maxine Kessler)

Ella Sunshine, of the beautiful curly tresses, now with a mannish bob....J. A. Philipson, always conservative in his attire, wearing a lavender shirt and tie....Irving Krassner carrying a black valise which contains his baseball outfit....Henrietta Betehuk wearing a sport dress of orange and lavender stripes....Jack Pindat admiring fishing rods in a display window....Strains of the "Spring Song" floating over Frank McCabe's desk....Mrs. Chalmers Traw and Ida Dickmeyer planning to take another permanent wave....Syd Hacker and Rose Kirsh discussing their "Easter Outfits.".... Marty Hodge giving up cigarettes—again....Ted Dc Boer talking about making a trip in the "old bus."....Betty Whalen and Bess Decker making a rush for the swimming meet Ye scribe sending for a tennis permit.

Honest Confession

"Well," concluded the apartment house manager, "you say you have no children, phonograph or radio, and you don't keep a dog. You seem to be just the quiet tenant the owner insists on."

The prospective tenant smiled grimly. "I don't want to hide anything from you," he said. "You might tell the owner that my fountain pen squeaks a bit."

MELVILLE A. SHAUER CROSSES THE ATLANTIC ON PALATIAL LINER

That sounds a nifty kind of a heading to be giving an article in this publication, but our motive is to demonstrate still one more instance of Melville A. Shauer's good taste. The liner was the French speedsteamer "Ile de France," about which it is said that the hull is made of beaten gold, the sheets are cloth of gold, the plates are studded with rubies and the table glasses have been carved from individual diamonds.

But, be these things as they may, "Mel" Shauer, whose progressive occupancy of the post of president of the Pep-Club is still a matter of unforgettable history, chose the "Ile de France" as his transatlantic medium to bring him to New York on important business, one phase of which will consist of

attending the Spring Conventions.

He arrived in New York last Tuesday and received a solid and sincere reception at the dock. He looked the picture of health, said that New York had never looked better to him, revealed that his former excellent French has been polished to perfection, and then did the customary impossible feat of speaking to fifty friends at once in one voice and of making an oath to the customs officer in another voice.

All in all, reading between the lines, it seems that Pep-O-Grams is voicing the sentiments of the Pep Club in extending the glad hand of re-welcome to Melville

A. Shauer.

SAFE AND WELL

We are very happy to report that the young daughter of Mr. and Mrs. Robert Powers is well out of danger and now making rapid convalescent progress after a serious illness. Mr. Powers is identical with the "Bob" Powers who is secretary to Eugene J. Zukor.

PRESS-BOOK AL, THE CHAP THAT GAVE CLASS TO SUPERLATIVES

It's a long while since Alvin A. A. Adams first broke into print, and the editorial staff of this paper seems to recall the nature of that article. But probably Alvin would prefer nothing said about it, since it might

THE "INSIDE" STORY OF PARA-MOUNT'S HOME OFFICE



Only recently has there come to our hands a copy of the "American Stationer and Office Manager" for November 1927. We quote this fact for the very interesting reason that this particular issue carries one of the most engrossing stories we have ever read-the story of how the Paramount Home JOSEPH Mc LOUGHLIN Office in the Paramount

Building at the Cross-

roads of the World was equipped. The author of that story is a Paramounteer we all know and esteem-Ioseph P. McLoughlin, office manager of Paramount Famous Lasky Corporation. story was told with great clarity and with all of the forcefulness of the great subject it told of. It covered 8 complete pages of the issue and was printed on a separate shade of paper which gave it the appearance of being a special supplement. Moreover, it was replete with illustrations, in which we were able to identify many popular Paramounteers.

break the hitherto unbroken continuity of snappy ideas, phrases, slogans, layouts, exclamations, catchlines, teasers, knockouts, paragraphs and etceteras and soforths with which he invests the Paramount press books to the degree that makes them the motion picture industry's best press books.

Alvin occupies a sun-bathed niche of that factory of fun facts, fotographs and fiction known as the advertising and publicity department, and although he doesn't make and sell mousetraps, it is true that the world (of printers' boys) has worn a path-

way to his desk.

After having given him such a good boost in this column, it is our further pleasure to pay additional tribute to the two chaps who lend capable assistance to the production Paramount press books. Robert Moriarity (who has the desk nearest to Al), and G. Darwin Andrews.

AN OLD PRAYER STILL GOOD

Here is an interesting old prayer in verse, which dates from the eighteenth century at least. It is of English origin, but its author is unknown. It is as appropriate today as when written, as a petition for divine help in living a happy, healthy and useful life here on earth.

A IVE me a good digestion, Lord, and also something to digest. I Give me a healthy body, Lord, with sense enough to keep it at its

Give me a healthy mind, good Lord, to keep the good and pure in sight, Which, seeing sin, is not appalled but finds a way to set it right. Give me a mind that is not bound, that does not whimper, whine or sigh. Don't let me worry overmuch about the fussy thing called I. Give me a sense of humor, Lord; give me the grace to see a joke. To get some happiness out of life and pass it on to other folk.

-The Churchman (New York).

HOW TO STAGE A PUBLIX PRODUCTION BY FRANK CAMBRIA

I have often been asked to tell just how a stage show is created—How to build settings—How to engage talent—How to secure proper music—How to light a setting—So for those who are interested in this profession, I am outlining, herewith, a brief formula.

GENERAL COMMENTS: The presentation problem is one that may best be explained by a specification which embodies the virtues of a perfectly constructed ob-ject. No two productions should be alike. To entertain the audience is its chief objective. How best to do this job is primarily the "dream" of the producer.

To outguess the audience is a difficult problem, because audiences differ. In the East, West, North and South, a different psychology exists and to infusc into a presentation those virtues that have a universal appeal is a problem of infinite study, and since audiences generally arc rather fickle, responding readily to any commercial or social reaction, it is a constant study.

Audiences easily become accustomed to a certain level of perfection and grandeuralways demanding more. This presents another problem, touching a very scrious subject, "budget."

There must be a limit to the expenditure and the producer again, is expected to be a shrewd buyer of those things which are necessary to build up an interesting production by the process of eliminating those things which are not of prime importance, yet not injuring the effect of grandeur.

We deal with a human element (talent) which not being a mechanical apparatus is subject to the whims of climate and sometimes does not deliver with the same enthusiasm—thereby affecting the production. A dancer may injure a foot or leg. A singer may catch cold and so on-all are sources of continual worry,

I. SCENERY

Architecture must be historically correct. Use perspective so that greater depths may be attained than the actual depth of

Colors that are harmonious, well blended. to be fashioned in such a manner that they form a pattern pleasing to the eyes.

2. COSTUMES

Costumes to be historically correct. Special costumes to be designed for each number.



FRANK CAMBRIA

Miss Irene Scott, as chairman of the Educational Committee, is certainly right on the job in her mission of securing interesting information on phases of vital activity within the boundaries of our organization. Here, for instance, is a remarkably comprehensive insight into the details of why and how a Publix presentation comes into being. It was written by Frank Cambria, one of the internationally renowned producers on the staff of Publix Theatres Corporation.

Each member of the cast is to be measured for costumes and attend at least two fittings and one dress rehearsal.

This applies also to the shoes—shoes are to fit, else they will cause much trouble to

dancers.

Costumes and shoes are to be made of materials and workmanship that will insure longevity.

Stockings, tights, hats, wigs, gloves, aceessories must be correct as to period and style.

Each item of jewelry is to be selected as per character of the costume and period.

LIGHTING

Light and shade or "chiaroscuro" so that proper projection of plastic relief may be attained.

Study the effect of colored light upon colored surfaces to procure proper effect.

Use proper distribution and proper sources of light from a myriad of clectrical apparatus.

Study central focus for most important

objects on setting.

Aerial perspective should give the illusion that objects take their proper place in the distance.

MUSIC

Music must always be properly balanced so that it will not slow up or speed too rapidly the beauty of harmony—and proper contrasts between "loud and soft" and "fast and slow."

Appropriate music should be carefully selected and songs sometimes specially written to fit the action and also written in keys to fit the voice of the singer.

Proper instrumentation must be suitable

to the different orchestras.

5. ATMOSPHERE

Must envelop each number—scenically, musically and racially.

6. PERSONALITY

Engage pleasing personalities, smart performers, and magnetic talent of every description.

(Continued on Page 12)

ACROSS THE SEA IN ITALY



This photograph is reprinted from the April issue of Paramount Around the World, the international organ of the Paramount Foreign Department. It shows her many friends in Home Office the new staff of Paramounteers among whom Miss Ray Deligtisch has made herself so happy during her music studies in sunny Italy. The staff is that of the Milan office, and Miss Deligtisch is standing in the front row at the right. (Note. Although she has not mentioned it through the channels of Pep-O-Grams, we know that she would be very happy to receive a little note from her friends in Home Office who have not been writing her. Address her c/o S. A. I. Films Paramount, Via Morgagni 22, Milan, Italy.)

"—SO I WENT TO A DOCTOR"

One of the niftiest and most unusual beginnings ever given to a short story is to be found in the celebrated O. Henry story entitled "Feel My Pulse." This story's opening sentence is: "So I went to a doctor."

Volumes of action and happening could have been written before that sentence, but they were not necessary. The sentence told everything.

they were not necessary. The sentence told everything.
We are quoting it here for a very pertinent reason: and that reason is adequately symbolised by our incomparable Medical and Welfare Department, so ably administered by Dr. Stern. And this fact is again called to your attention, for in the lives of all of us there comes that time when, in telling of it, we preface our remarks by saying: "So I went to the doctor."

NOUS SOUHAITONS LA BIEN-VENUE A M. MELVILLE A. SHAUER

C'est avec un sentiment des plus sincères que nous souhaitons la bienvenue à notre bien-aimé membre et ex-President, M. Melville A. Shauer. Bien que nous connaissions les merveilleux travaux que vous avez ac-complit pour la Paramount, sur les rives opposées de l'Atlantique, nous vous avons beaucoup manqué. C'est pour cela que nous étions si heureux de voir "L'Ile de France" aborder Jeudi dernier, vous ramenant parmi nous.

(Signé.) Les Membres du Paramount Pep Club.

One person who certainly did not miss the Ball was Sadye, darling of the film rental department, who won a ticket to said affair? The little enchantress picked the winning number herself. Incidentally, Sadye is said to be a double for Clara Bow. She has plenty of IT, judging from reports.

Inniss Atwell, embryonic Paderewski, formerly of the Film Rental has left this department for one more suited to his intel-

lectual ability. Such a genius!

Maxine's rendition of the Merry Widow waltz was certainly one of the worth while features of a recent Meeting-Dance. There is something remarkable about Miss Kessler's infinite grace and ease of movement, and she should go far in the dancing game.

SERIOUSLY ILL

William Gold, of Miss Swayne's department, is reported to be seriously ill. Club members are hoping very earnestly for his early and complete recovery; and the number of inquiries concerning his health are legion, for Bill happens to be a very popular fellow.

RESOLUTION

Under date of April 4th, Nineteen Twenty-eight, the Board of Governors of Paramount-Pep Club, on a motion duly made and seconded, adopted the following resolution:

"The Board express to Messrs. Louis S. Diamond, Joseph R. Wood, David J. "Cassidy, and to each and every member of their respective committees, its "appreciation for the commendable and successful conduct of the Sixth Annual "Ball, and for the financial success of the Souvenir Program of the occasion, both "of which ventures resulted in the gaining of the substantial revenue necessary "for the Club's activities during the remainder of the current year."

Given under the signatures of the President and Secretary with the corporate seal of the Paramount-Pep Club this 6th day of April, 1928.

> VINCENT TROTTA.....President CATHERINE KENT.....Secretary

MEL. SHAUER WROTE HIS THANKS FROM FRANCE—AND BEAT THEM HERE

This almost looks like a Mel. Shauer issue of Pep-O-Grams-and why not?

This particular item, however, is concerned with the fact that Pep-President Vincent Trotta had the graciousness to remember Past-President Melville A. Shauer who was in France at the time of the Ball, and to send him a cable regretting that he was not present. This action greatly touched Mel., who wrote as follows, with his letter getting to New York a few days after he landed: Dear Mr. Trotta:

The very kind wire received from the Paramount Pep Club sixth annual ball made me very happy indeed. I at the same time feel very sorry that I was not able to get a cablegram to the Bunch there. However, I hope soon to be in New York and thank you all personally.

(sgd.) Mel. Shauer.

On the morning of his appearance in the Foreign Department, a marvelous bunch of roses greeted Mcl-a gift from the Pep Club. Mel wrote a charming letter of thanks to the Club, addressing it through your President.

CLAIMED AS A DOUBLE FOR A GIRL NAMED CLARA BOW

Over on another page one of our contributors nominates Sadve Gartner Innerfield as a "double" for Paramount's famous red haired star, Clara Bow. This photo was submitted as material evidence. The staff of Pep-O-Grams, utterly impartial in such matters, takes pride and pleasure in nominating its readers as a jury to decide the matter.



THE SIGNIFICANCE OF HELEN MALONE'S SMILE

According to one of our nimble-witted contributors, there is a very vital reason for the smile on Helen Malone's face these days. Partly is it the reflection of the sparkler on the w. k. left hand finger; and partly is it the fact that "it won't be long now before she is Mrs. Chester Greaney.

DEEPEST SYMPATHY

Death took the father of "Bob" Powers on March 27th. The members of the Club unite in expressing the very sincerest sympathy with "Bob" in his sorrow.

THEN THE WORK BEGAN

Almost all of the Pepsters were through with the Ball, except for happy memories of course, just as soon as the orchestra had

played "Home, Sweet, Home."

But there were a few whose real work was only then commencing. Arthur Leonard, for one, had to start right in on all of the money matters connected with the event. Dave Cassidy had to assist him insofar as collecting the cheques on the program advertising was concerned. Lou Diamond had to align the details of all matters connected with the entertainment. And the Club President and Secretary had to correlate and record the million and one details connected with the Ball as a unit of activity in the Club's progress.

To them for their work after all of OUR enjoyment was over, we pass a very sincere

vote of thanks.

STAGING A PUBLIX PRODUUCTION

(Continued from Page 10)

All female performers should have the physique of "Venus" and voices similar to 'Lorelei.'

Male performers should be fashioned "Adonis" and have voices

'Orpheus.

Every dancer should be lythe, graceful, physically perfect, with the delicacy of a swan, the grace of a vaulting antelope, an enchanting smile showing teeth of pearly white; the hands should move gently with the grace of a lily swaying in the twilight breeze.

7. REHEARSALS

Rehearsals should be called at a specific time and all members of the cast are to be prompt whether they have had luncheon or no luncheon.

No talking, interruptions or noise of any kind is to be permitted during rehearsals.

This you will find quite trying.

Rehearsals should be held with intense concentration and all are to work with equal attention including the principals and the prima donnas.

Make sure to receive no telephone calls.

8. TITLE

Every title must have box office value and an interesting legibility

9. INDIVIDUALITY

We must have productions that are new, or that have a new twist or angle. Should be uncommon. Must be classy and have the fcel of silk not of burlap—clean charming — interesting — magnetic — en tertaining—not too blasé—not "low-brow." 10. COMMON SENSE

Is the greatest of all directors. Study it and know it.

When one has followed all these rules a number finally is presented to the audience but how little one knows of the audience's psychology. As the old sage said: "God alone can make a perfect thing-we mortals may strive for that perfection!".....But it seems that the audiences are judges of that after all.

Published by and for the Members of the Paramount-Pep Club.





ART EDITORS

Ray Freemantle

Saul Schiavone

Albert DeaneEditor

Contributing Editorsall members of the

sparamount-Gpeb A CLAN OF "GOOD FELLOWS"

Paramount Building, N. Y. C.

Vol. 4, No. 7

May 8, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Laugdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathau. RE-PORTERS: Arthur Bell, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Tess Sternberger, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spicgel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohcn.

CONVENTION

For the past several days many of our members have been attending the Paramount Famous Lasky Corporation's Aunual Couven-tion, held this year in the Nation's Capitol, Washington. They have heard many messages and announcements of supreme importance. They return from the meeting bigger in mind, broader in vision, more determined as to progress. With such men in our midst we cannot help but accrue many benefits for our Club and for ourselves.

CORNS

It seems always to be open season for corns. On every hand we hear: "Don't do that! You're liable to step on somebody's corns!" And for all we know, little moves of progress are halted before they have even had the chance to be born. There will always be corns; just as there will always be both steppers on and stockhoden. But just for this see pers-on and stepped-ou. But just for this we cannot have moves sincerely intended for the Company's, or the Club's, benefit halted because there are people timid about hearing the old "step on somebody's corus" wail rend the air. After all, corns have never halted a subway, an army or a Ziegfeld chorus.

DOORS

Opening a door, especially a door in a customarily busy corridor-way, is always much of a gamble. If you open it away from you there is always the possibility that someone on the other side reached for the handle a fraction of a second after you. To

reverse the situation, you might easily be the person on the other side. There haven't been any serious accidents yet from this cause: but there are a few inconsiderates within the membership of the Paramount-Pep Club who open doors with the zest of a lark flying into the face of the sun. Or in other words, they bring their subway tactics into the Paramount Building, and that is an unpardonable breach of the common laws of consideration for one's fellow men and women.

CONTRIBUTIONS

After a somewhat physically exasperating struggle to gather in the contributions for this issue of Pep-O-Grams, we were just on the point of pounding out an editorial on the subject. But, thinking it over, we realized that asking Pepsters to send in contributions to Pep-O-Grams was about on a par with asking them to visit the Paramount Theatre. And when we realized that, we abandoned the idea of writing an editorial on the subject of Contributions.

OUR PEPPY VICE-PRESIDENT



Joseph Sweeney

If c have to call him Joseph when he is on the editorial page of Pep-O-Grams, for if there is one page of this magazine where a modicum of respect and dignity is demanded, it is the editorial page. So Joe Sweeney becomes 'Joseph' of that ilk; and he gets his picture here for no other reason than that he is a tireless worker in the interests of the Club, a thorough Para-Publix-cer at heart, and because he proved himself a very good emergency President-protem at the last general meeting of the Club. And that, after all, lines up a mighty good set of reasons why Joseph should be here among all of the tall words of advice, all of the admonitions, and all of whatever else is customarily found on editorial pages.

BIG PARAMOUNT DOINGS IN WASHINGTON. D. C.

Reason for the Absence of So Many Pepsters from Home Office Last Week

The swinging doors to and from the reception rooms on all of the Paramount and Publix floors write in to report a slackening of business last week. In the replies sent them they were advised that the falling off in the swinging trade was due to the absence of so many Paramounteers and Publixeers in Washington, where Paramount held its annual spring Convention in the Carlton Hotel.

This event was truly inspiring, characteristic of both the organization holding it and the city in which it was held. The foremost executives of the Company—Adolph Zukor, Jesse L. Lasky, Sidney R. Kent, Emil E. Shauer, Sam Katz, Ralph Kohn and many others-were present and made stirring addresses. The delegates included the entire Eastern Division, many representatives from Home Office and Publix Theatres Corporation and a number of Paramounteers from

overseas.

On the evening of May 3, at the National Press Club, a foreign print of "Wings" was screened to President Coolidge and a very distinguished gathering of the nation's notables. The preceding evening witnessed the Convention Banquet, at which Vice-President Dawes was guest of honor, and at which Secretary of Commerce, Herbert H. Hoover and many other great men made

speeches.

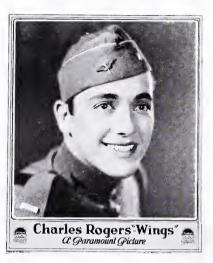
From Washington a number of the delegates went forward to Detroit, for the Convention of the delegates of the Mid Western Division in the Book-Cadillac Hotel. They are convened there as this issue comes from the press. Within a few days, some of these delegates will go on to San Francisco, where the Western Division Convention will be held in the Palace Hotel. Following that, the delegates will visit the Paramount studio in Hollywood, returning to New York from there and arriving back on May 22nd.

WE WERE MIGHTY GLAD TO SEE THEM ONCE AGAIN

Four visitors from overseas—all Paramount Pepsters—mingled with us just prior to the Convention, and it was great to see the receptions they gained on all hands. The four were Tom Cochrane from Japan, John L. Day, Jr. from Brazil, Harry Novak from Panama and Arthur L. Pratchett from Cuba.

All four are renowned members of Mr. E. E. Shauer's famous foreign force of fighters; and after the Conventions they go back to their multi-tongued peoples, their tropics, their fevers, their rebellions, their tariff barriers and a hundred and one other pleasantries (!) which make life in Paramount's foreign department at least a tiny

CHARLES ROGERS



He fluttered feminine hearts during his recent visit to Home Office, and was later a guest at the Washington Convention of the Paramount organization. A mighty likeable young chap, his visit to New York certainly brought him closer to the hearts of the Eastern Paramounteers. He got the thrill of his life when Mr. Lasky announced to him his elevation to stardom in Paramount Pictures. This announcement was made on the second day of the Convention.

ANOTHER PRESTIGE PAGE PARAMOUNT'S HISTORY BOOK

When "Abie's Irish Rose" opened at the 44th Street Theatre in a blaze of light, a shimmer of silk and a sparkle of jewels on April 19th, another new prestige page was added to the Paramount book of posterity.

It was a great evening for a wonderful picture, and Paramounteers, whether they were present or not, can feel deeply proud of the tribute paid both the Company and the film by the distinguished audience.

By now, however, practically every one of you will have seen "Abie," and will be boosting it as one of the most precious possessions of the Company you are so vitally a part of.

REGARDING THE COVER

There is a real point to the cover of this issue, and that point is "Indian Point."

bit tinged with the romance and thrill which is supposed not to exist outside of the pages of fiction.

BARGAINS GALORE IN PHILIPSON'S NOTICES

Spring is here! Cuck-oo, Cuck-oo! And how do we know it? Why, because we hear the steady drone of the golfers polishing their mashies, the steady zwee-zwee of the grass breaking through the soil of Times Square—and by the Spring-like nature of the articles offered at bargain prices in the steady stream of notices issued by Joseph A. Philipson, chairman of the Co-operative Buying Committee.

We recommend these notices to your intense study. Even with our limited comprehension of the buying power of a dollar, we can see that the notices are just oozing with bargains; and it seems to us that the word 'discount' is used so many times, and with such telling effect, that we almost expect to go into some of the stores and be paid by the stores for taking the articles.

But all joking aside, it seems to us that if you take Philipson's advice, buy your requirements at the places he has discovered, and drop the saved amount into the kiddies' money box, then those youngsters of yours will be mighty wealthy by the time they're old enough to vote for the Republicans—or the Democrats—as the case might be.

IN ONIONLAND. While you readers are subwaying, commuting and respectfully patronising the Open-Air Elevated, Tess Klausner and Jeanette Mendelsohn are bathing in the sunshine and surf of Bermuda, having gone there to watch the planting of next year's easter-lily crop and to plant some

G.B.J.F.'S NINTH YEAR

Nine years of service that the Paramount organization is grateful for having inspired are the nine years which G. B. Judge Frawley, general manager of the Paramount Sales Contracts Department has given to it. Highly popular with the entire



Judge Frawley

personnel of the Domestic Department of Paramount, with whom he comes into frequent contact, Judge Frawley has done much to promote the Paramount Spirit which is renowned around the world, and his legion of friends are sanguine that these first nine years are but the prologue of an enduring service with the 'Best Show in Town.'

ATTRACTIVE TRESSES. Ruth Schwartz, secretary to Ad Sales Manager James Clark, is letting her hair grow back to the status of the pre-bob age. Our correspondent writes that "the in-between coiffure is very chic and becoming, n'est ce pas?"

EYE'S RIGHT. Al Adams (My! how that boy manages to break into print) has had an infected eye, an operation and a successful convalescence, all since the last issue of Pep-O-Grams. And so popular is he, that even though all these events spread over only a few days, he received enough sympathy to do for an appendicitis operation.

Paramount publicity in the tabloid press of the city of Hamilton.

THEY'RE THRONGING THE TEES, TRA-LA, TRA-LA!

It's open season for mashies, slices, caddies, sand-traps, foozles, tender oaths, and all of the other attributes of the royal and ancient game of golf: so here's the first of our chain of contributions on the beloved subject.

AT THE TENTH TEE

One can get quite an education by sitting for half a day at the tenth tee on any golf course. Human nature comes to the tenth tee with very little veneer.

As I sat on the box out at Highlands the other day, watching the twosomes and the foursomes coming in, I wondered why some of the men played golf at all. Many of them were so serious that they couldn't have been enjoying the game. They were plodding along with every nerve and muscle taut, trying to make low scores.

There was the man who missed an easy putt and then struck at the ball with his club, cutting a hole in ne green and sending the ball a hundred feet away. He left the ball where it lay, and I picked it up later and gave it to one of the other players.

I was taking pictures of the men as they came up. "Naw, I don't want to get in—what do you want to have pictures for, anyway?" Yet after a little urging he came in and had his picture taken with the others.

A foursome coming in—all four balls on the green—everybody laughing and having a fine time—good scores for two, one not so good, and the other one terrible—yet all having the same good

Another foursome damning the weather, the day and the playing. Naturally they all hooked, sliced or topped their shots—what else could such mental attitudes do?

Then there was the fellow who was always riding someone else. He didn't care much for the game, anyway, and didn't care nuch if any of the other fellows got good scores. He was the pest who made some wise crack just as each of the other players started their strokes.

There was the man who so enjoyed the game that one could almost see the ball laugh as it soared down the fairway.

I could pick out the men I would like to do business with—just as I could pick out those who make life hell for the people in their offices and in their homes.—The Jaqua Way, Grand Rapids.

"OLD FASHIONED MOTION PIC-TURE NIGHT" IS PROJECTED CLUB FEATURE

That irresistible fountain of energy—your Entertainment Committee Chairman, Louis Diamond—is devoting practically all of his few spare hours to the formulation of plans for an "Old Fashioned Motion Picture Night," a gala event which is projected for the near future, with one of the city's foremost legitimate theatres as the basis of operations. This fact will naturally call for a Sunday evening, and that, if anything, will aid our plans.

The event, of which we do not as yet know a great deal, promises to be a sensational success. So stand by for the barrage of details which will shortly be "shot over."

ORANGE BELLS AND WEDDING BLOSSOMS. The title of the new Von Stroheim picture has a very particular significance for Edwin F. Jones of the Real Estate Department these days. He's right in the midst of the Big Preparations—furnishing the furniture, ringing up about rings—and all because the title of the picture happens to be "The Wedding March."

ELEVENTH HEAVEN. Rose Eidelsberg sends greetings to her Pepster pals on the tenth floor. One month ago she left them to take up quarters in room 1117.

ONE OF OUR HONORARY VICE PRESIDENTS GOES TO EUROPE



Jesse L. Lasky

Jesse L. Lasky, vice-president of Paramount Famous Lasky Corporation in charge of production, and one of the Paramount-Pep Club's honorary vice-presidents, sails on May 26th on the Leviathan for an annual vacation in Europe. He will be accompanied by Mrs. Lasky. While on the Continent he will conduct

his customary search for new screen material and new screen faces—a search which has always been pre-eminently successful.

NEWS FILES FROM THE FILING DEPARTMENT

Our 8th floor correspondent sends us these notes....Since the Publix filing department has gone elsewhere, this floor is graced with the presence of 10 charming ladies....Miss Herbert has returned to her desk after a serious tussle with the enemy, 'la grippe.' Glad to see you back, "Herb.'The indications point to a heavy vacation traffic to Bermuda this year. The Misses Martin, Janick, Mayer and Herbert are in the throes of securing their vacation outfits for the long looked-for trip....It is a general and genuine source of wonder here as to what type of tonic Miss Mayer employed to secure the crop of curly black hair she gained in two weeks....Congratulations arc in order for Ena Balmer, for, according to our correspondent, her birthday on April 28th made her a big girl.

WHAT APRIL 12TH TOLD ABOUT JUNE 16TH

It wasn't a secret, and yet even the girls were glad to hear about it They learned about it from the notice boards and at once commenced speaking far and wide about it, after the manner of those who conscientiously enjoy spreading good news....Pretty soon pretty clothes became mixed up in the conservation....And then there were the discussions about who would bring whom and whether these guests would be the same ones that were brought last year....Then someone remarked, "Oh just fancy, Clarissa was Miss last year and now she is Mrs.".... Then there was widespread wonder as to whether we would have the same steamer this year as we had last year, or whether we would have the Leviathan, or maybe get the Ile de France through the co-operation of Mr. Cohen's News Reel Department....And lots of others also wanted to be told whether Indian Point is just as beautiful as ever, or more beautiful now that we have had such a delightfully mild winter....It was an endless conversation, and delightful, and oh so indicative of the fact that the success of the Ball has made such an event possible.

P. S. In case there is any doubt in your mind as to what we are actually referring, please note that our references are directed towards the Annual Summer Outing, which is scheduled for Indian Point, Peekskill, all day June 16th next, as per President Trotta's preliminary notice, issued April 12th last.

WHY YOU SHOULD GO TO THE DOCTOR FIRST

A Moral Victory

"Well, Mrs. Johnsing," a colored physician announced, after taking her comperature, "Ah has physician announced, after taking her husband's temperature, "Ah has knocked de fever outen him." "Sho' 'nuff?" was the excited reply. "Am he gwine to git well, den?" "No'm," answered the doctor. "Dey's

"No'm," answered the doctor. "Dey's no hope fo' him, but you has de satisfaction ob knowing dat he died cured." -Pickup

Much as it may seem, the point of that clipped joke is not negative publicity for a very meritorious service. It is, instead, a jokingly grim reminder of the dire consequences which befall those who leave ailing bodies go beyond the mark of saving.

We all get ailments and illnesses, and we all have that crazy notion of "Oh, it's only something mild: it'll pass away tomorrow or the next day." Such a belief is not only foolish but is also non-commonsensical. Tomorrow, or the next day, we're just a little bit worse: but we've gotten used to the pain, or the discomfort, and we don't realize how ill we really are. By and by we entirely collapse; and then it's a game of odds that in making us better our physical capacity will be entirely used up, so that we will, as did Mr. Johnsing in the joke, "die cured." Moreover, we are not calamity howling.

We are only using examples to illustrate possibilities. And at the same time we are striving to point out that the normal and logical and really enjoyable detour to comfort and peace of mind when ailments attack and illnesses oppress, lies through the Medical and Welfare Department so expertly directed by

Dr. Stern.

EVERY ADDED MEMBER MEANS A BIGGER, BETTER CLUB

General acclamation marked Membership Committee Chairman Goldstein's motion at the general meeting on April 10th last that the following proposed members be admitted to membership in the Paramount-Pep Club:

Eva Berger, David Cooper, Rose Davis, Marjorie I. Drake, Minnie Bentley Eaton, Frank J. Garfalo, Joseph C. Gulotti, Frank Graziano, Adeline H. Lewis, Raymond J. Lonergan. Mary McElliott, Irene Meltzer, William Nimkin, Anthony Ptacnik, Arch Selwyn, Jr., De Rena Van Diver, Eugene A. Weber, Dorothy Wechsler, Joseph Zam-

We're certainly mighty pleased to have these newest of the Paramounteers and Publixeers with us, and we figure that we are not only glad at the fact of having them among us for their company's sake, but also because we can undoubtedly get new ideas and inspirations from them.

Mrs. Jones—"My husband went to church this morning."

Mrs. Brown-"My husband's Sunday paper didn't come either."

A TOASTMASTER WHO WAS ALSO A TASKMASTER

We've just seen a newspaper clipping dealing with a banquet of the members of the Flushing Council, Royal Arcanum, given recently at the Flushing Y. M. C. A., and our eagle eve of observation picks out the following paragraph:

"Toastmaster Vincent Trotta presented an unique form of after-dinner speaking by requesting the guests to write the title of a speech on a slip of paper. These slips were placed in a hat and 20 slips were picked at random. The titles of the speeches were announced by Dr. Kern and he im-mediately launched forth with a threeminute speech on the various subjects chosen."

Now, Pepsters, you can see that your President isn't lacking when it comes to ideas of a constructive nature. Imagine being at a banquet of one hundred guests, where only one was called upon for a speech! Yes, and imagine-but wait, we won't go into that.

TO TEE-AND IT TEEMED

Friday, April 20th was the birthday anniversary of Joseph H. Seidelman, assistant manager of Paramount's foreign department. A thoughtful friend marked the day by presenting him with a wonderful new golf bag, and the recipient had visions of some great games



J. H. Seidelman

on Saturday and Sunday. But holy suffering niblicks-how it rained! Saturday, Sunday, Monday, Tuesday! Just the luck of the game: you may play the game as you want to, but the hardest team to beat is the teeming rain.

QUITE RECOVERED, THANK YOU!

Lillian Stevens, who aids President Vincent Trotta in maintaining the art Department as a miracle workers' paradise-the miracles being the things that Russell Holman, Al Adams and Ö. R. Geyer expect them to do-is back on the job after a bout of illness. So now the rush of work which was held off during her absence, is swooping along to Room 1251, where there have been many expressions of gladness at seeing Lillian Stevens back.

PRAISE FOR FLAVIN AND HIS AIDES

The excellence of the souvenir program issued for the Paramount-Pep Club Movie Ball has excited a lot of favorable comment throughout the film industry. We are glad to note this fact for the benefit of Harold Flavin, the publication's editor, and for all of those who assisted him in the work.

MELVILLE A. SHAUER ASSUMES VITAL POST IN PARIS



Sentiments of regret at having him stationed across the Atlantic in Europe, and gladness at this new phase of his Paramount success. will mark the departure of Melville A. Shauer for Europe by the Leviathan.

Mel Shauer Mel, now permanently a member of Paramount's Foreign Department, goes to Paris to assume a vitally important post there. This post will bring him into the closest possible touch with film and theatre conditions throughout Europe, and the work that he will do will be of in-estimable value to the Company's progress.

Mrs. Shauer and their son Kenneth will sail with him on the Leviathan on May 26th and will take up their residence in Paris.

AT HIS DESK AGAIN



Restored to splendid health again, his recovery undoubtedly hastened by the endless chain of friendly letters which reached him during his convalescence, R. M. "Dick" Blumenthal is once more at his desk on the tenth floor of the

Paramount Building, functioning in his capacity as assistant to Mr. Seidelman, assistant manager of Paramount's Foreign Department. Dick has been for three and a half weeks at the famous Battle Creek Sanitarium: and if you want to learn all about the place, and the treatments and etceteras to which you are treated out there—why, the simplest way in the world is to go right out there yourself and get the information first hand You won't hear it from Dick.

You will, however, get from him many words of gratitude for the kindness of many Pepsters in keeping in touch with him, and for the kind wishes of all who are glad to see him back once more.

FASHION NOTE. Anne J. LeViness of the Foreign Department received a very beautiful "Coolie" coat all the way from Japan recently. She has remodelled it for the benefit of the 10th Floor, and certainly looks more than pretty in it.

MISLEADING. The Foreign Traffic Department has acquired quite an efficient staff. Including an addition we overlooked. The new member in its ranks is known as "Becky." "Becky" is the other half of Frank Schreiber's "WE!"Wait a moment folks. Belle Jones wishes to state that she thinks "Becky" smells bad. Miss Jones by the way is the dazzling red-head in the same office. Must be jealousy. Becky isn't much to look at but she sure can produce results. Sorry to say she had an accident the other day. Her rear spindle broke. She is coming along fine now, however. Thanks! Oh yes, pardon me for not mentioning it before. Don't get nervous, nothing wrong. Becky is the Ditto Machine.-T. S.

CLAUSEN'S BIG PART IN THE SUCCESS OF THE BALL

Late news is always sincere! It has to be good news about an event that gets printed long after the event is over. That's why we are printing this item about Carl Clausen: it's a good item! Carl was responsible for all monies from the sale of tickets and boxes at the Paramount Pep Club Ball. This was not only a mighty responsible job; it was one which required precise and expert handling in order that there might be instant reference to progress, and in order that there might be no bothersome recheckings.



CARL LAUSEN





Carl did all of this work so splendidly that we hereby are mighty pleased to convey to him the thanks of the entire membership of the Para-mount-Pep Club for a job of work which reflected most decisively in the success of the Ball.

RAY KEENAN IS NEW CHAIRMAN OF ATHLETIC COMMITTEE

Ray Keenan, one of the best known and best liked of Edward A. Brown's Cashier's Department, is the new chairman of the Paramount-Pep Club's Athletic Committee, having been elected to fill the vacancy caused by the resignation of Ray L. Pratt.

Keenan has done an exceptional amount of fine work to advance the status of the Club's athletics, and we feel that approval is general in his selection to fill the post of chairman.

SUMMER OUTING WAS ANNOUNC-ED AT LAST GENERAL MEETING

Owing to occurring so soon after the Ball at the Astor, the April general meeting of the Club was held in the "well" on the 11th floor, and as there was neither dancing nor music, the natural small attendance resulted. It so chanced that this meeting clashed with a Board of Governors meeting on another floor, with the consequent ab-

(Continued on Page 12)

The Scrap-O-Book of Pep-O-Grams

THE STRONG BOX

Build for yourself a strong box,
Fashion each part with care;
Fit it with clasp and padlock,
Put all your troubles there.
Place therein all your heartaches,
And each bitter cup you quaff;
Fasten the top down securely,
Then,—sit on the lid and laugh.
Tell no one of its contents,
Never its secrets share;
Place therein all your worries,
Lock them forever there;
Hide them from sight so completely

The world will never dream half, Fasten the top down securely, Then,—sit on the lid and laugh.

Anonymous

Two men who had been married about the same time met after some months. One asked the other how he liked married life.

"Fine," was the reply. "My wife's an angel."

Said the other, "You always did get all the luck. I've still got mine."

A White Elephant Party

A lady, very active in the social circles of a Chicago suburb, had a brand new idea in regard to giving a party which should have "sweet charity" for its ultimate purpose.

Each guest was invited to bring something that she had little use for, but was too good to be thrown away entirely.

The idea was all right, but the party proved a failure. Eleven of the nineteen brought their husbands. The butcher had read considerable about the "Milk From Contented Cows," and wanting to keep up with the times, he placed this sign in his window: "Sausage From Pigs That Died Happy."

Stranger: "I say, friend, at what price do you value that cow which was tied down the road this morning?"

Farmer: "Are you the tax assessor or did you hit her with you car?"

"So you are using balloon tires now."
"Yes, they are easier on the pedestrians."

Builder's Foreman: Excuse me, but are you the lady wot's singing?

Lady: Yes, I was singing. Why? Builder's Foreman: Well, might I ask you not to hang out that top note so long? The men have knocked off twice already, mistakin' it for the dinner whistle.

Wanted: A lawn grass that will grow one inch high and then quit.

The Weaker Sex

There was a young girl from Siam, Who had a rough lover named Priam— "I don't want to be kissed,

But if you insist,
Oh, well you are stronger than I am."

—Author Unknown.

She: "It was really a toss-up this morning whether I played golf or went to church."

He: "Really?"

She: "Yes, and I had to toss up fifteen times before I got golf?"

THE OFFICE POLITICIAN

N nearly every office (to commence my disquisition)
You'll find that pseudo diplomat—The Office Politician. Performing but the minimum of necessary labors And seeking by diplomacy to best his honest neighbors, He hears a bit of gossip or a word of innuendo And amplifies the rumor to a troublesome crescendo. He listens in the locker rooms, the corridors, the foyers For wisps of conversation to transmit to his employers. He vaguely hints that he, of course, has powerful protectors Who dignify the company by acting as directors. The balance sheet this year will be the finest in a dozen-He got it from an uncle of the secretary's cousin. His bluffing's as apparent as the lighted candelabra And no one's fooled the slightest by his mock abracadabra. Regarded somewhat lower than the lowly protozoa, As popular and welcome as a supper-seeking boa, Despite his priceless value to the president, he meekly Has pushed a pen these many years for twenty dollars weekly. – ARTHUR L. LIPPMANN.

With this installment we are reluctantly compelled to bring Sam Cohen's Paramount Peregrinations in Epicurean Europe to an untimely fin-Our reason is none other than the fact that Sam has made his accounts so vividly real—and so mad-deningly appetizing — that we have been besieged with Paramounteers who want to go abroad and make sure that Sam hasn't mixed his "fettucini" with his "Ravioli." In fact this urge to travel abroad has so nearly reached a precarious point that we figured the safest thing we could do was to curtail Sam's vacation in Rome and have him travel as speedily as possible through Berlin to New York.

"WHEN IN ROME-

By Sammy Cohen

By Sammy Conen
When I arrived in Rome, I was all set to
do as the Romans do. But an hour's stroll
around town soon drove that idea out of my
head. I discovered that nine-tenths of the
native population were soldiers of one kind
or another, who wore a bewildering variety
of the most colorful uniforms imaginable.
Never, outside of the comic opera or musical
comedy have I seen such a brave and brilliant
display. display

display.

But if I couldn't do as the Romans do, I could at least eat what the Romans eat. And five minutes after I had downed a heaping plateful of "fettucini," I had inside information that the Italians know their noodles! For that's all "fettucini" is — elongated noodles. Prepared with tasty bits of cheese it is a gastronomic delight.

Of course, the staple democratic dish throughout Italy is spaghetti. You know with what affection the average American

it is a gastronomic delight.

Of course, the staple democratic dish throughout Italy is spaghetti. You know with what affection the average American contemplates a plate of ham and eggs. You have heard of the German's yearning love for frankfurters and sauerkraut. Well, this affection and this love is a pale and sickly thing compared with the Italian's purple passion for his spaghetti.

"A jug of wine, a loaf of bread, and thou beside me singing in the wilderness," was Omar Khayyam's idea of paradise. But to the simple Roman of today, a jug of Chianti wine, a load of spaghetti and a chunk of cheese represent a heaven on earth. And who shall sav the ancient Persian was right and the modern Italian wrong? After all, what did Omar know of paradise? He was a tent-maker!

tent-maker!

Perhaps I should mention, while I'm on the subject of food, that during my stay in Rome, I had dinner one evening with the Governor, Prince Potenziani. In the interest of truth, however, I should add that the Prince was unaware of the honor. He happened to be citting at the stable of the stable sitting at the table on my right in a public

restaurant, the Umberto.

This unexpected meeting was not without its educational value. I mean quite aside from the opportunity it offered to see what a scion of royalty and a descendant of the Caesars looked like. What? Why certainly I stared at him Surely, if a cat can look at I stared at him. Surely, if a cat can look at a king, a Cohen can look at a Prince! I saw the waiter place before him a plate heaved high with freshly-cooked spaghett! It was snaghetti shetti in the first flush of youth, full of and vigor and vitality. It wriggled and squirmed, it twisted and turned, it quivered with sunnressed emotion every time the fork with sunnressed emotion every time the fork came within tickling distance. And how did the Governor rise to the occasion? Did he attack the spirited spaghetti with a firm and practiced hand? Did he boldly spear that restless mass in front of him and then suddenly transfer a wiggly portion of it from his plate to his esophagus? Nay, gentle reader, he did nothing of the sort! He was even as you and J! He had one grand time with that spaghetti!

OUR FAMOUS VISITORS

Sometimes whole bunches of months pass without a Paramount star making the rounds of the Paramount and Publix organizations: but this last month was a little different, for we had visits from no less than four who do their share in keeping Paramount Pictures as "The best show in town!"

Harold Lloyd gave over many hours - precious hours in a crowded stay, to meeting the folks and really getting to know the organizations. Some of these hours were put in in the foreign department, where he mastered the intricacy of saving his own name in the ob-



Harold Lloyd

scure dialects of Saghalien and the even lesser renowned language of Gugurati, to say nothing of Siamese, Syrian and Senegambian.

Charles Rogers and Nancy Carroll, here for personal appearances in conection with "Abie's Irish Rose," roamed around the floors and collected a lot of hearts to take back to Hollywood with them. We know at least seven people—yes, positively—who will have to requisition new hearts.

The fourth of our visitors was Bobby Vernon, star of Paramount-Christie Comedies, and one of the finest and most common-sensical of the screen's players.

So you see that what with first one thing, and then another, life hasn't been so dull and drab these past few weeks. Not that it really ever is; but people's minds, being what they are, often imagine things..... whoa! this is getting into deep water, whereas all that we wanted to do was to tell you that you Pepsters have had a wonderful time being visited by the stars recently.

T. C. Y. IN NEW SURROUNDINGS

We are mighty happy to see Theodore C. Young, head of Paramount's Real Estate Department, newly installed in a modern office on the 44th Street side of the tenth floor of the Paramount Building. "Ted" Young was a real stalwart in the business of making the Ball a success; and it all goes to show you that good things come to those who merit them.

FOR THE DEATHLESS DEAD

The Buddy Poppy Department of the Veterans of Foreign Wars of the United States asks that we remind you of their annual national Buddy Poppy Sales which will be held during the week of Memorial Day.

Sure! We'll remind you! But if you hove to be reminded of so sacred an occasion, and so worthy a cause, please send us your name and we'll print it in scarlet ink. No-not scarlet, for that is the color of the blood that stained the poppies red.

Now stand by to buy, the poppies colored red; for those who did not die, but joined the deathless dead!

OUR SOCIETY COLUMN

Henrietta Betchuk of the Accrual Department, gave a bridge party at her home on a recent Tuesday. Due to the last minute rush for spring bonnets, only the following were present: Syd Hacker, Mae Oman, Rose Kirsch and Helen Angell.

"Henri" served some delicious refreshments, which were prepared by none other than little "Henri" herself. The girls were surprised to find her so wonderful a cook, and from now on, whenever "Henri" invites us for bridge, we'll be there.—M. K.

Ah-h-h! With vacation time drawing nigh, and delicious thoughts of Miami, Cannes, Cyprus, Damascus and the tropic delights of Spitzbergen coursing through one's mind—how appropriate that our projection-booth reporter, Arthur Bell should send us this clipping.

South Sea Idyl

He was alone. He stepped softly to the porthole and peered out. All was quiet. An inky blackness met his gaze. As he strained his eyes for the first glimpse of light his patience was rewarded. Slowly a faint glow appeared directly in front of him. Gradually it spread and the sun crept over an island that seemed to be about two miles ahead.

Dawn in the tropics. He could almost hear the gentle wash of the waves on the distant beach. He had written so much of the South Sea Islands—and he knew dramaturgy. He watched intently for a few moments, then heaved a sigh of relief.

Everything was all right. Suddenly he cursed and turned to the machine at his side. The picture was out of frame again.

He was the operator in a movie theatre.

Marcel Steinbrugge.

WE RETRACT A STATEMENT WITH THE SINCEREST APOLOGIES

In our issue of last month we carried a statement concerning Miss Marguerite M. Bourdette. This statement was in total error and we deplore the action of our contributor in submitting it without verification. In order that the matter shall be set aright, we reprint herewith letter a



Marguerite Bourdette

from Miss Bourdette to the editor:

"With reference to the attached clipped from the present issue of Pep-O-Grams, your Contributor is not a good reporter. The information given about me is now erroneous and has been for more than a month. I am neither engaged nor married, nor leaving Paramount. Would you be good enough to correct the contribution in your next issue?"

Again we regret our action, and again we urge all reporters to verify their news before submitting it to the editor, for he, trusting human that he is, accepts all contributions in good faith.

SHE KNOWS HER NEGATIVES

Photographer (making portrait of charming little girl): "Now look this way and you'll see a pretty little dicky-bird."

Little Girl: Oh, don't be ridiculous. pose your plate and let's get this over."

SYMPATHY. The Paramount-Pep Club deeply regrets having to report that Miss M. A. Apgar, of the Sales Statistical Department, recently lost her Mother.

CONGRATULATIONS

WE CONGRATULATE

—EMANUEL COHEN for possessing and heading the News Reel organization which "scooped" the world with the German Fliers item.

—RAY FERNSTROM, the intrepid cameraman who flew 2,500 miles through every known hazard to get the films and bring them to New York.

—MESSRS. DIAMOND, WAITE, GIBBONS, PARK, McKEON and all others who were responsible for the production and delivery of the prints in record time.

—GEORGE WELTNER, PALMER H. STILSON and all members of the Foreign Traffic Department instrumental in shipping the prints overseas and so securing a world "beat" over all other

companies.

AN EPIC PIECE OF WORK, MADE POSSIBLE ONLY THROUGH ORGANIZATION AND COOPERATION.

SYMPATHY. The Paramount-Pep Club is thoroughly sincere in its extension of sympathy to Helen Angell, who recently lost her Father.

SYMPATHY. The Paramount-Pep Club regretfully conveys to Dan Hynes the condolences of its members for the recent death of his mother-in-law.

IRONICS

Frank Irving Fletcher (In the N. Y. Herald-Tribute)

The trouble with punctuality is that there isn't enough of it at nine o'clock in the morning and there is too much of it at five o'clock in the afternoon.

"A PRAYER"

Let me be a little kinder. Let me be a little blinder To the fault of those about me: Let me praise a little more; Let me be, when I am weary, Just a little bit more cheery; Let me serve a little better Those that I am striving for; Let me be a little braver, Let me strive a little harder When temptation bids me waver; To be all that I should be; Let me be a little meeker With the brother that is weaker; Let me think more of my neighbor And a little less of me.

-Author Unknown (but poem found and submitted by Ethel Langdon.)

BACK AT HER DESK

Her legion of friends were mighty happy to see Irene Sullivan back at her desk when she returned from a convalescence at Atlantic City a couple of weeks ago. avers that one of the happiest events of her life was when she came back to that eleventh floor office, hung up her hat, and again resumed that contact with the organization which is so vitally maintained from Office Manager McLoughlin's headquarters.

Do what you can, where you are, with what you have.

-Theodore Roosevelt.

Have you heard of the fellow who drove his auto home at dawn after waiting all night for the red lantern on a pile of stones by the highway to change to green?

PROMOTION. Bert Adler, formerly of the Disbursements Department, is now assistant to Paul Oscard, producer of Publix Unit Productions. Congratulations, Bert! Be sure and hold yourself in readiness to step into the trapeze artist's part should that dainty young lady ever inadvertently step under a truck.

RECOVERED. Illness kept Bessie Goldsmith away from her Purchasing Department desk for a couple of days last week. But happily the illness is only a memory now.

EIGHTH FLOOR QUIPS. BY HANK

L. L. Edwards back at the H. O. from the southwest....Sue Brust, an old timer in the Paramount and Frohman ranks, is secretary to Sam Palmer of the Publix Publicity Department....Margie Stolfi's heart goes pitter patter when e'er she sees "that certain party." Writer promises to arrange things. Don't laugh, you'd love him too, if you saw him....Sue was out for five weeks. Had an operation on her appendix. Ain't no more, now. Still wise-cracking. Promises to start jumping again shortly Rona Yablon, formerly of this floor, (now married) sends her love to all....Zetta Robert hitting a typewriter for Frank Blakely, Poster Deparment....Irene Meltzer added to the collection of beauties in Lem Stewart's offices....Have we mentioned Earl W. Long, his brother, Kenneth Long, and Gus Grist before? They're helping to let the folks know about Publix...Paul 'Andy' Anderson keeps bringing in his handiwork. He's an amateur photographer of some merit. Took flashlights of reception given to Sue Brust on her return......Join Publix and see the United States....Dorothy Blatchford, New Orleans, La., added to the staff of "typewriter destroyers" with the Publix Publicity gang....Thanks, Mr. Mc-Loughlin, nifty bunch of file girls you handed out to us.... Understand James Bernard Reilly of the stock room is going to get married in the near future....Tony Muscio, of the Publix Publicity department, has moved his paints and brushes to the Rivoli. Got a brand new Nash instead of the Ford.. It's a beaut.... Eve Ettinger still chasin' around to the dentist....Peggy Mahoney, the best distributor of "sobstories" in the Paramount Building. try and get a pass, and you'll find out soon enough....Gus Gabriel still adding weight. Great laugh that youngster puts forth.... Henry Spiegel, is it true?....Proud to have you, Paramount News, on our floor. Good way to get all latest press reports....Bill Hecht, thank you.... Charlie, the pride of the eighth.... I knew you would...... So'long.

PUBLIX-O-GRAMS. By E. J. When Joe Plunkett, of the Publix Ac-counting Department, left for Boston recently, George Rogers gave him some good When Joe came back, he was all advice. When Joe came back, he was al smiles. It seems as if he took the adviceto a bean.

Jean Briggs got her permanent at last. And what a wave! She hasn't seen one like hers that she likes as much, and she will be kind enough to tell you where she got it.

Come On, Red!

Click: "So Smith's wife made him fire his redheaded stenographer?"

Clack: "Yes, and he scuds his letters out now with 'Dictated, but not to Red,' at the bottom of them!"

LARRY

Anyone who has attended a Paramount Convention must feel a glow of admiration for the manner in which Larry Flynn handles the myriad transportation details. He has that job up to the level of a grand art, and the Convention which is current as these lines appear is the greatest demonstration of that. His co-ordination with Judge Frawley's arrangements is so perfect that the entire Convention rolls across the Continent and back with the speed, smoothness and precision of a Pennsylvania express.

Another thing, just take a peek sometime at the manner in which Larry can balance a telephone receiver on his left ear, while holding a timetable in one hand and signing a hundred letters with the other hand.

ISN'T IT SO?

Discovered and Submitted by Seymour Shultz

Man comes into the world without his consent and leaves against his will. During his stay on earth his time is spent in one continuous round of contraries or misunderstandings. In his infancy, he is an angel, in his boyhood he is a devil, and in his manhood he is everything from a lizard up. In his duties he is a fool. If he raises a family he is a chump; if he raises a check, the law turns around and raises thunder with him. If he is a poor man, he is a poor manager and has no sense; if he is rich, he is dishonest, but considered smart. If he is in politics, he is a grafter and a crook; if he is out of politics, you can't place him because he is an undesirable citizen. If he goes to church he is a hypocrite; if he stays away from church, he's a sinner. If he donates to foreign missions, he does it for show; if he does not, he is stingy and close-fisted.

When he first comes into the world everybody wants to kiss him; before he goes out everybody wants to kick him. If he dies young, there was a great future before him, but if he lives to a ripe old age, he is in the way, only living to save funeral expenses. Life is a funny road, but we all

like to travel it just the same.

(NOTE: The eaitor, reviewing the title of this item, replies that it is not so. He has found life calm and serenely beautiful, with every man trusting every other man, women trusting and believing women, with tolerance universal, understanding at every step along the road of life, beauty living in everything, humanity doing and believing only the best of everybody. Yeah, he has found all of these. But wait!—he's waking up! Now he's awake, back on earth again! And lo and behold—the article stands without a single blue-

LET THE CADDIE DO IT

The golfer gazed at his caddy indignantly. "A driver for this hole? Only 160 yards? Why, it's just a mashie and a putt for me!"

Confidently he stepped up to the ball, mashie in hand. "Chug!" The ball dribbled off the tee amid an eruption of clods. There was an instant's silence, broken by the murmur of the caddie:

"Now for a long putt!"

LAST GENERAL MEETING

(Continued from Page 7)

sence of President Vincent Trotta from the Club's meeting. In his absence, Vice President Joseph Sweeney presided and gave out the preliminary announcement of the Summer Outing at Indian Point.

You're Going Up the River!

You're Going To Do Time!

Yes!

A Good Time At INDIAN POINT

on

JUNE 16th

penciling! After all, the heading must be right! It is so!

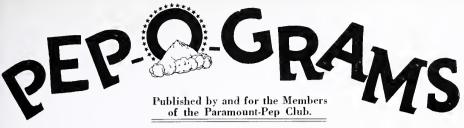
THE "FEEL MY PULSE" BRIGADE

Joseph A. Walsh—genial Joe of Room 906—has been on the sick list for a few days since last issue. But the bacilli, or whatever they were, couldn't keep Joe from his desk for more time than was positively necessary.

That old demi-god—John Z. Coincidence—was on the job at the time, for he also placed on the sick list Frances Sadlier, who is so fortunate as to be the fiancee of Joe Walsh. Presumably they wrote each other notes of sympathy, and so speeded each other's recovery.

We learn also, that Evelyn O'Connell, secretary to Theodore C. Young, had a swift and successful bout with la grippe.

And as though this news of illness was not sufficient for the ever-busy Ted Young, his wife became a patient at the John Hopkins Hospital. Our latest news is that she is making a fine recovery from her illness.



No. 4, No. 8

June 12, 1928

SIXTEEN FOR THE SIXTEEN THE OF JUNE

- 1 Have a Happy Time in a Healthy Fashion.
- 2 Do your part in helping others have a good time.
- 3 Remember that you are a Paramounteer.
- 4 Play the Game of Play as you Play the Game of Work.
- 5 Remember that the Onting is *your* onting, promoted by *your* Club.
- 6 Participate in all the sports you want to.
- 7 Give the event as much of a picnic atmosphere as von can.
- 8 Let Indian Point point the way to greater Club progress.
- 9 Report any liurt or illness at once to the Medical Department representative.

- 10 Give yourself a year's supply of happy memories.
- 11 Bear in mind that our steamer is the "Peter Stnyvesant," monarch of the Hudson.
- 12 Send all your news about the event to the editor.
- 13 Take your camera along: it can tell a good story.
- 14 You'll get all the detailed news about the event in a supplementary Pep-O-Grams on the steamer.
- 15 It should be the greatest outing in the Club's history.
- 16 The editor is glad that the onting isn't on the 30th.



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert Deane ...

..... Editor

Contributing Editors all members of the

paramount-Gre

Paramount Building, N. Y. C.

Vol. 4, No. 8

June 12, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. RE-PORTERS: Arthur Bell, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Frank Schrieber, Gertrude Vollmer, Edward Jones, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

A GREAT MAN LAUGHS

There is a quality to honest, hearty laughter which makes a great man greater. We were happy to observe this at the "au'voir" luncheon to Mel. Shauer a little over a week ago. On that occasion, with all due respect to the supremely humorous address by Toastmaster A. M. Botsford, we gained our greatest thrill and enjoyment from the genuine manner in which Paramount's General Manager, S. R. Kent enjoyed the address. He was an inspiration: a splendid lesson in a greatness so human, that in surrendering himself and his entire mentality to the infection of wholesome laughter, he proved himself a greater man than ever. It is a simple thing for great men to sit around in glumness, silence and simulated concentration. But when they do that, no one ever knows the calibre of their greatness. It is only when a great man can set aside his cares and business stresses, and show that he is human as well as great, that we know he is an even greater man than we believed him to be.

We, who watched Mr. Kent more than we listened to the address, envied him his laughter. But at the same time we made a mental note to write this quality of our General Manager's laughter into the Company's books as a very vital and tangible asset.

HOW MUCH IS A DOLLAR?

A dollar is the price of quite a few useful things of life. Of these we shall not go into detail, for our main concern of the moment is the fact that for a tot of people a dollar is the price of their self-respect.

These people are the ones who never have available at the correct moment the sum of One Dollar which is their Club due; and who postpone payment and procrastinate to a degree which would truly humiliate them if they stopped a moment and reflected.

More than that it is not necessary to say. This much is in itself too much, for it should

not have been necessary at all.

BE PROUD OF OUR LOBBY

Office Manager McLoughlin has issued a notice again calling the attention of Paramounteers to the practice of congregating in the lobby of the Paramount Building, and also collecting around the entrance.

To our minds such a notice should never have been necessary. In the very first place we should all have the good manners never to have made such a common use of our lobby as to make it a meeting place; and we should all have the decency to know that if we must have luncheon-hour sun-baths, there are more appropriate places for the purpose than the front of the Paramount Building.

Our Office Manager's message to you was couched in far more amiable terms than is this message: but amiable or not, a fact is a fact—and the pertinent fact of the moment is that you have no right to regard the lobby of our Building as a rendezvous, or the sunbathed exterior of the Building as an economical substitute for Miami or Manhattan Beach.

TRUE WORTH OF PARAMOUNT PEP CLUB SPIRIT SHOWN IN SALVATION ARMY APPEAL

If there is one organization which manages to gain glory without the customary glamo of lengthy lists of patrons, officers and palatial committee rooms, it is the Salvation Army, that same splendid manifestation of a noble man's idea which served so heroically during the war in which men's bodies were slaughtered, and is now fighting just a valiantly in the war of peace in which men's spirits are being slaughtered.

Daily, hourly, every minute, the Salvation Army carries forward its great work in the city of New York. So it was only human that when the Paramount Pep Club was asked to participate in the Salvation Army Annual Maintenance Drive, the members should this year contribute in a fashion which gave our Club a record over all past collections.

Under the captainey of Lillian Stevens, committee of sympathetic Pepsters gathere in the sum of \$576.42; and this opportunit is taken of most sincerely thanking ever

(Continued on Page 7)

SCENE ALL SET FOR SPECTACULAR OUTING

Saturday's Exodus to Indiau Point will be Unforgettable

One of the most recent Picnic notices to be distributed by Entertainment Committee Chairman prior to tonight's general meeting of the Club, carried the following.

"We have just received advice from the Hudson River Day Line that they are compelled to limit the number of passengers on the Peter Stuyvesant on Saturday, June 16th, to 1,500 people. Under the circumstances it becomes necessary for us to discontinue the issuance of additional tickets, and we specifically request

those members who are unable to use their tickets to please return them to Mr. Carl Clausen in the Cashier's Department, and not to distribute them to other members in the organization.

Mr. Diamond specifically requests that this announcement be regarded in the light of a matter of importance, and that those members who will not be going to the Pic-

LASKY APPOINTS BUTLER EXECU-TIVE MANAGER, PARAMOUNT LONG ISLAND STUDIO

Jesse L. Lasky, first vice-president in charge of production, has appointed John W. Butler executive manager the Paramount Long Island studio which has been re-opened for the production of pictures with sound accompaniment.

Mr. Butler has been associated with Paramount for the past eight years serving the company in various executive positions in the business administration departments.

A MESSAGE FROM MEL

Just before he sailed away on the Leviathan at the end of last month, Melville A. Shauer sent this message to the members of the Paramount Pep Club:

I wish to take this opportunity of thanking Pep-o-Grams for the most generous and courteous treatment which I have received

at its hands.

I think it is only human that I should take up duties in foreign fields with a light heart as to the new tasks and prospects before me, but with a heavy heart as to the location so many miles from the sincere friends who expressed their good wishes through Pep-O-Grams.

I shall try my best to be a reasonably good correspondent, though I could never expect to give to Pep-O-Grams what I get out of it. No individual could do that. I trust I shall be on your mailing list.

My thanks and best wishes to the Pep-

sters always. Au revoir.

(Sgd.) Mel. A. Shauer.

nic should make every effort to return their tickets at the earliest moment. To hold onto a ticket you are not going to use means that you are depriving some other person of a day's outing. Only thoughtlessness would make you do this.

It is our particular pleasure to point out the fact that Lou Diamond has worked with well-nigh herculean energy to make this outing a success. It is a vast task and requires more organization and imagination than most members credit. But Lou has set a certain standard of achievement for the Club's sake, and the members are going to contribute to that achievement by having

the grandest time of their lives.

One other announcement worthy of making at this time is that all of the important details regarding the sports and other arrangements at Indian Point will be incorporated in a special Picnic Edition of Pep-O-Grams, which will be distributed to you on board the Peter Stuyvesant. The details will then be fresher in your minds, and you will better know something of how you are going to spend the day.

ANNOUNCING THE KRAZY KAT KUPS

This is a preliminary announcement of the fact that the Mintz Boys who create the Paramount Krazy Kat Kartoons—Charles B. and Nat L.—have added wonderful zest to the Pienic Sports by presenting two massive and valuable cups for open competition. One eup will go to the male Pepster who scores the most points in the sporting events, and the other to the female Pepster who tops the list. Both cups, accompanied by other details, will appear in reproduction in the special Picnie issue of Pep-O-Grams which will be distributed to you on the steamer next Saturday morning, en route to Indian Point.

PLEASE SIGN YOUR CON-TRIBUTIONS

The editor is constantly receiving contributions which carry not the slightest evidence of the writer's identity. Many of these find their way into the wastepaper basket because of the fact that they contain details worthy of questioning, and it is not possible for this questioning to be done.

Henceforth, no item will be entertained for publication unless it carries the name of the writer. If you don't want your name, as the writer, to appear in print please say so. But the name must be on the slip-or the slip goes the way of all rejections.

That's fair enough!

—THE EDITOR.

YOU KNOW WHAT THE DOCTOR IS FOR—AND WHERE HE IS

We go to the doctor not for common sense at the beginning, but for magic at the end.

In those celebrated words of Robert Lynd we find a veritable wealth of truth. The truth about those thoughtless humans who know that they should go to see a doctor about some trifling ill, but who procrastinate up to the point where their ill has developed into something which only a miracle can cure.

There isn't a single individual member of the Paramount Pep Club who has any excuse for needing the second half of the quotation to be applied to him, or her! We are gifted beyond the limits of ordinary good fortune by having right in our midst one of the finest Welfare and Medical Departments in all the field of commerce and industry: a department where the simple ills which later develop into the troublesome maladies unless checked, can be halted and cured.

No service stands more readily and willing to heed your call and your necessity than does that of Dr. E. Stern's department. And if you make the practice of going to him with common sense at the beginning, you will not have the agony of fruitlessly looking for miracles at the end.

In other words—the Welfare and Medical Department is yours! It is for your use and

The following has been reprinted from a recent issue of The New York Times with an eye and a half on the fact that somewhere between its lines there is a more than casual allusion to the fact that if more organizations had as fine a Medical and Welfare Department as Paramount has, the number set forth as two million would be very considerably reduced.

2,000,000 Americans Are III on Any One Day, Says Doctor

ALBANY, May 24.—Dr Thomas P. Farmos of Syracuse told the New York State Medical Society today that about 2,000,000 persons in the United States were ill on any one day in the year.

The average worker lost eight days a year through illness, and one in four families was ill once a year, he said. Statistics showed that patients were row discharged from hospitals four days earlier as a rule than were patients in 1924, he added.

disposal. It is handy, comforting and above all, cheerful. You owe it to yourself, your folks and your company to make use of its services whenever such services are needed by you.

A SPECIAL PICNIC ISSUE OF PEP-O-GRAMS

will be distributed on the Steamer. It will carry full sports program and other news.

THE FIRST YEAR IS ALWAYS THE TOUGHEST!

Statistics have always proven this to be the case. In the first year of commercial business, the first year of the marriage business, and the first year of retirement after a crowded business life, it has proven an infallible rule: and in the first year of conducting a house organ it is truer than in any other case.

If a chap can run a house organ for a Club of a thousand members for a year, and so conduct his adjectives, nouns and verbs as not to receive a bomb in his editorial sanctum, or a libel case in his personal estate—then he can turn back to his long-forgotten prayers and say an extra measure of them as a gesture of thanks.

All of which is simply a prologue to our observation that our kindred house organ on the other side of the American continent—Paramount Studio News—has with its issue of May 23rd, rounded out one year of most worth while service.

We don't have to sell you on the excellent qualities and qualifications of Paramount Studio News. It's a breezy, readable and sparkling publication which has attained that high and practical art of serving at the one time the Paramount organization which inspired the Studio Club, and the Studio Club which in turn has inspired the organization. In other words, it blends personal and business news in a manner which makes its every word to be read by every reader.

In its present status of being under the editorial guidance of Al Wilkie, Paramount Studio News achieves the highwater mark of excellence of its entire existence.

Ray: "Have you ever hunted bear?" Leonard: "No. I usually wear corduroys."

Eskimo Papa: "Great scott, Mabel—is that sheik gonna stay all night? He's been here two months already!"—Life.

Mel Shauer in France: Dick Blumenthal en Route

The praiseworthy practice of promoting worthy Paramounteers, coupled with the fact of Paramount's Foreign Legion covering the entire world, have resulted in the Paramount Pep Club being deprived of the actual personal presence of two of the most popular Pepsters ever to sign membership cards. Melville A. Shauer, past-President of the Club is already in France, with Paris as headquarters for an entire European supervision; and R. M. "Dick" Bluemthal sails for the same sunny land ere this month has passed from the calendar.

Mel. Shauer is to be special representative of the Foreign Department on one of the most important assignments in our Company's history, and Dick Blumenthal has been promoted to be his assistant. Both of these rewards climax super-loyal and undeviating service in Paramount's interests. Both young men will remain abroad indefinitely.

Mel. Shauer, accompanied by Mrs. Shauer and their young son, Kenneth, sailed on the Leviathan on May 26th, this event capping a program of farewell luncheons and dinners which testified, more eloquently than words ever could, to the popularity of Mel. One memorable luncheon was that tendered Mel. by the President and the past-Presidents of the Club. This was given at the Astor on Friday, May 18th. It was attended by the six Pepsters whose likenesses were on the place cards-Eugene J. Zukor, Melville A. Shauer, Harry A. Nadel, Palmer Hall Stilson, Joseph P. McLoughlin and Vincent Trotta.

A second luncheon at the Astor was held on May 25th, the day before sailing, and was attended by more than a hundred of Mel's Paramount associates. A. M. Botsford was toastmaster, and performed in the best Botsfordian fashion. Mr. Kent paid Mel. the best tribute we think we have ever heard paid any man. Mel. could speak no more than his thanks, and the heart-deep hope that he would justify the faith his friends had in him.

Five Crowded Years Here

It is exactly five years since Dick Blumenthal came to New York from France.





These five years have been crowded with activity which took Dick, first as a member of the Domestic Department's Flying Squad in the "Over The Top" Drive into practically every state in the Union, and later into the ranks of the Foreign Legion as assist-

Pep Club's Loss Is France's Gain



Reproduction of Vincent Trotta's unique place card for the luncheon tendered Melville A. Shauer at the Astor by the President and Past-Presidents of the Paramount-Pep Club. Printed identification of the Pepsters shown is unnecessary.

ant to Mr. J. H. Seidelman. And now he goes back to France with a wonderful groundwork of Home Office experience, to a field of even greater endeavor; and with him go the inspiring well-wishes of a legion of Home Office friends.

FAVORITE SAYINGS IN THE POSTER ART DEP. 8TH FLOOR

Frank Blakely: Where's Henry again? Miss Robart: Oh Henri, oh I love that, I can't help loving that man. Fred Jehle: Come on Joe, time to eat. Harry Potter: Low again Fred, but steel is up again. Gus. Hartman: O' Yes. O' Yes! George Lawlor: Whole Wheat and steel cut. Walter A. Hanneman: It is a boy, Hurrah! Ralph Cooke: Exercise, Exercise, that's all. Bill Stranders: 1 know that guy! Freemantle: You wouldn't cheat a blind girl, would you? Bill Hanneman: What a day to be out in the car. Henry Helt: O're dry up.

"Offisher, you'd better lock me up. Just hit my wife over the head with a club." "Did you kill her?"

"Don't shink so. Thash why I want to be locked up."

WHAT'S WRONG?

Our famous wit-snapper and bon vivant, who for this particular issue prefers to remain anonymous, sends us a brief contribution with the heading: "What's Wrong With This Quotation?"

'American girls under-value their

own importance."



FASS NOW ASSISTANT TRAFFIC MANAGER

General Traffic Manager Stilson has announced the appointment of William Fass, Jr. to the post of Assistant Traffic Manager.

Fass entered the service of Paramount on August 16, 1920 and has shown by diligent application his ability to handle a heavy portion of the detail incident to the Traffic Department of the Corporation. He is responsible for the booking of space and the routing of export shipments; the follow-up of deliveries due on film orders; forwarding of commercial invoices and advice of shipments. He is direct assistant to Mr. Stilson and co-operates fully with the Domestic Department in relation to its traffic problems.

About a year ago Fass was chief actor in a serious automobile accident and his many friends had grave cause for alarm. Mr. E. E. Shauer ordered him away on a leave of absence to recuperate and this undoubtedly saved his life. He has fully recovered and his associates are happy to note that he is now better equipped than ever before to carry on his end of the Paramount service.

TELEPHONE SMILES

There's money in smiles sent by telephone. In all intercourse over the telephone no armor is so becoming, no influence so great, as a courteous and affable manner. It fosters good will in business.

The manner in which you use the telephone indicates largely what you are. Customers naturally judge the service of the business you are connected with by the service they receive from you over the telephone; that is natural for you are a direct representative.

The memory of our actions, kind or otherwise, may last forever. Smile over the telephone; the party at the other end of the line will notice it.

Remember, when you answer your Company's telephone, you are your Company. The impression you leave has a lot to do with the opinion the caller forms about your Company.-Book and Hrap.

I am a successful man to the extent that I have a home; I am a burden to no one; I can borrow money at the bank on my note, and get credit at the stores; I have sufficient laid by to support me as long as I shall probably live and pay my funeral expenses.-Ed Howe.

HO. HUM!

Our good friend Wit-Snapper, writing in the columns of the Florida Times-Union, has the following observation to pass:

Woman, lovely woman-Isn't she fair and sweet? She wears more clothes when she goes to bed Than she does upon the street.

STRAIGHT FROM THE HIRING LINE

By Samuel S. Board, Director of the Yale Graduate Placement Bureau

(Reprinted from the Brooklyn Central Y. M. C. A. Magazine)

There is a story which Cameron Beck, Personnel Director of the New York Stock Exchange, told me three years ago or so, which has so much meat in it, that it will bear repeating. He said that just a few weeks before our talk, one of the executives of a New York bank had taken a clerk who had been with the bank the past four years as his personal assistant. There happened to be another man in the same department who had been there ten years and wanted the position. The executive noticed his disappointment and called him into the office. The conversation which followed was something like this:

"lim, what's the matter? You seem to be

upset lately.

"Well, to tell the truth, Mr. Jones, I am upset. Tom has been here only four years and you've taken him in as your personal assistant. I've been here ten years and it seemed to me as if I should have had the chance.'

"Is that so? That's too bad. By the way, if you want to know anything about income

tax procedure, to whom do you go?" "Why, to Tom. He knows that game pretty

thoroughly.

"Yes, and if you want to know something about foreign exchange, to whom do you go?

"Why, I guess I go to Tom." "How about banking laws?"

"Yes, I go to Tom about that, too."
"Well, Jim, I guess that's the answer. I found myself going to Tom for all sorts of information so I decided to have him where it would be more convenient.'

There is no need, of course, to point a moral to the story which was a true one, Mr. Beck assured me, but I would like to call attention to the fact that Tom made his information available to both his fellow employees and to his boss. So often we do one or the other instead of both.

"Bredren," said the colored preacher, "you have come to pray for rain. Bredren de foundation of religion am faith. Whar is yo' faith? You comes to pray foh rain and not one of you brings his umbrella."

JOHN'S COME UP FROM PANAMA



John B. Nathan

John B. Nathan. Paramount Pep Club member who for the past few years has been assistant to Harry Novak in the administration of the Paramount interests in Panama, Colombia, Venezuela and other Central American territories is in New York for a few weeks enjoying a very merited vacation. John is an

inveterate traveller and a born descriptionist, and his accounts of such thrills as a thousand mile trip up the jungle-banked Orinoco River, or the journey up the Andes of Ecuador to the seldom visited city of Quito, make mighty fine reading. All of these trips—and there have been many of them—have been made for the furtherance of the business of Paramount's Foreign Legion, and all of them have been not only highly successful, but have been tinged with unique sales experiences.

SOME MORE MEMBERSHIP CARDS HAVE BEEN SIGNED

At the last general meeting of the Paramount Pep Club the following Paramounteers were proposed for membership by William Goldstein, Chairman of the Membership Committee, and accepted into the ever-swelling ranks of our Club:

Shirley Berkowitz, Minnie Blitzer, George Bressler, Marie E. Carolan, Cecilia E. Diver, Evelyn Donnelly, Lillian B. Hirsh, Anne Jacobowitz, George N. Kates, Earl W. Long, Rose Mirell, Frances R. Raskin, Murray M. S. Richardson, Gertrude Vollmer, J. J. Wildberg, Marquerite K. Wynn, Helen Markovits, Gertrude Fetner.

We're glad to have them with us, and we're certain that they are glad to be with us, too.

IRONICS

By Frank Irving Fletcher in The New York Herald Tribune

Some day somebody is going to discover that the man who earns an honest living, pays his bills, keeps his word, and is good to his family, is also a success!

You don't have to be worth a million to be worth while.

SALVATION ARMY APPEAL

(Continued from Page 2)

member who contributed his or her share to

this imposing total.

The committee responsible comprised the following: Helen Swayne and Rose Goldstein raked the twelfth floor, Sydelle Newman performed a similar mission on the eleventh floor; the tenth floor contributed handsomely after hearing the sales talk of Sophic Singerman; on the ninth floor the cash was collected with Publix Service—and Janes Stubbs; Sally Walton left no possibility untouched on the eighth floor; Helen Rosenfeld collected with legal precision on the seventh, and Lenora Korenstein saw to it that although the sixth floor is the lowermost in our part of the building, it would come near the top in collections. Over at the Paramount News Laboratory the P's of the World became the Me's when asked for contributions by Julia Wine: and down at the Storehouse Catherine Lufrane proved that she didn't have to have a requisition to secure a contribution from every Pepster there.

IN THE LINE OF SPORTS

The Poster Art Department is rejoicing over the arrival of the new Base Ball Prodigy for the team, Master Walter A. Hanneman Jr. born on the 31st day of May 1928. Mr. Walter Sr. said that with Walter Jr. pitching and Wee Willie Stranders catching, they would strike Babe Ruth out every time on three pitched ball.

SALVATION ARMY GRATEFUL FOR YOUR SPLENDID WORK By VINCENT TROTTA

President, Paramount-Pep Club

When the annual appeal of the Salvation Army was first heeded by the Paramount Pep Club, it was confidently believed that the Pepsters would respond in their customary generous fashion.

But this year the 'customary generous fashion' gave way to a fierce enthusiasm which resulted in a new and splendid record for collections being established.

It hardly needs these lines to assure you that the money collected will be put to a use which is one hundred percent. practical; and there will be literally hundreds of drifting souls in this great metropolis who will thank you all with a sincerity which cannot be measured in cold hard words.

On behalf of the Club I want to deeply and sincerely thank every member who contributed to the fund; and also to thank the wonderfully inspiring committee of ladies who campaigned the collection, and whose names are set forth in another part of this issue.

EIGHTH FLOOR QUIPS by Hank

This floor is fast becoming the beauty center of the Paramount organization..... Claude Keator has been missing too many D, L and W trains so he's going to switch back to the Erie..... The Publix Publicity Department takes pleasure in presenting Sue Brust as "The Woman Who Laughs"...... Alfred Fitzgerald Jones, the handsome colored youngster who has been named by visitors of the Paramount Theatre where he is employed as Page, as the Personality Boy, has let Dan Cupid shoot an arrow through his heart. Eleanor Shriner, a student teacher, is the lucky girl. Jonsey hasn't been the same since he met her..... If Sally Novak keeps on drinking those rich Walgreen sodas—well, the scales will tell..... Paul Ash, the Genial Giant of Jazz of the Paramount Theatre, who is reputed to be "the answer to a maiden's prayer," according to Helen Kane, the cute singer on the stage with him, and his press

agent, is beginning to grip the hearts of some of the girls within our own organization. Chicago, where he hails from, he left 2,000 weekly love letters from flappers. Sue admits she's scared to admit that she really has a "crush" on Paul..... Mrs. Homer S. Traw (Chalmers Shumate) in a Publix Presentation, "The Mrs CHALMERS S TRAW Woman Who Pays"...



Now if Jimmy Reilly looks bad we know what's the trouble-he's married...... Any questions in reference to ancient history should be referred to Eve Ettinger...... Alice Irene Kelly is wearing a smile again. She and the boy friend have made up..... Howard Richard Lesieur, that handsome young advertising writer who is a frequent visitor to our floor, has invested in a Chrysler '62' maroon colored roadster..... That last bit of information was especially meant for a dark haired miss in the filing department. Notice is served on the Medical Department to reserve a bed for me the day that this edition of Pep-O-Grams is distributed to the members. When she reads this column she's going to do something very rash to me. But you won't let her strike me, will yuh, Howard?..... Selina Peggy Quis is so-and-so about a certain young chap. I wonder who?..... Seen the latest in pipes? Ask Mr. Haley or Henry Spiegel to show you theirs Tony Muscio has moved his paints and brushes back here again from the Rivoli Theatre..... So long—Same to you.

BRING YOUR CHIEDREN!

It is announced for the benefit of parents that you can bring to the Picnic all of your children that you want to. Tickets will not be required for them. Understand this clearly—tickets are for the adults and the Pep Club members only. Children of Pep Club members will not require tickets.

REAL ESTATE REFLECTIONS

By Jack and Jill

The department is very happy in the knowledge that Mr. T. C. Young's wife is well on the road to recovery. Mr. Young, we are pleased to declare, is his own spry self. Our genial Ed. Jones is married now and

has our best wishes for luck and happiness.

Bill Lawrence will soon hit the trail to the tune of "The Wedding March." Incidentally, Bill will be the second man of Real Estate to walk the plank of matrimony recently.

Elizabeth Dohm is back with us after an illness of short duration. The first thing she did was to water her pet "ivy."

Ho, Hum! Spring is here. A flower in Mr. Ericcson's lapel gave us the clue.

Real Estate is wondering whether or not Evelyn O'Connell eats bird seed, as she is

constantly whistling or singing.

Mr. Powell both cultivates and rents land. Sylvia Pomeranz showed the girls a new

fashion creation the other day. Evidently Mr. Leppanan's ambition is to be a second Lindbergh because he is flying high,

wide and handsome. We see very little of Mr. Johnson's smiling

countenance around our office these days. We wonder if cigars are good for colds. Are they, Mr. Harsnett?

We think that Gertrude Volmer, a new ad-

dition to our staff, is a ray of sunshine.

Dick Engel's enforced absence, resulting from the grippe, showed us how much we missed him, even though he has but recently joined our ranks.

LEW NATHAN'S DEP'T GROWS

There are those who say that Lew Nathan has a cinch of a job photographing those platoons of Publix Pulchritudes two or three times a week. But doing that—and then doing the stacks and stacks of regular photographic work are not in the same category of pleasure.

And if you think that Lew Nathan has no other work to do, just try and get a peep at that hive of industry which he has on the Twelve-and-a-Halfth Floor: a hive of industry which turns out so much work that Lew has been compelled to adopt a studio on the Tenth Floor over the Paramount Theatre, right across from where the Pulchritude Platoon Prances and Pounds the floor with their rhythmic tapping.

In other and more prosaic words, the work of our Paramount Photographic Department has caused it to expand its space.

IT'S A GIRL! IT'S A GIRL!!

Richard Murray, accountant for the Paramount Broadway Corporation and the Paramount Road Show Department, is counting up the telegrams and other congratulatory messages sent to Mr. and Mrs. Murray on the advent of their third youngster. The baby, a girl, will henceforth remember that June 6th has a special significance for her. We want her parents to know that the Pep Club's congratulations demand to be listed with the others.

IN SUNNY CALIFORNIA



Jerry Goldsmith

Jerry (nee Lillian) Goldsmith, the brunette in charge of the titling of Paramount pictures for the Foreign Department, knows the real kind of a place to go for a vacation. She sailed a week ago on the California for California, and will complete the trip back to New York by rail from Los Angeles. En route to Film-

land, she has touched at Havana and Panama, and had almost fourteen days of some of the most delightful ocean travelling in the world. Unless the casting director at 5451 Marathon Street, Hollywood, sees her and casts her as Charles Rogers' next leading lady, she should be back on the tenth floor of the Paramount Building within three or four weeks.

12TH FLOOR NEWS-O-GRAMS by William Gold

Rose Boyle is tapping on her comptometer once again. She certainly is ambitious. As she remarked to one of the girls in the Department, "The best part of a vacation is getting back to work."...Miriam O'Connell has recovered from an attack of La Grippe and is now back at her desk......Mortimer Cohn, the versatile songster, keeps us entertained with his pretty melodies. He seems to enjoy them... In the Spring, a young man's fancy turns to thoughts of-It seems to be the Goddess Diana in the case of Irving Cohen. The boys would certainly like to meet her!....Indian dresses seem to be the vogue in the Sales Statistical Department. Yvonne Rigney, Miriam O'Connell, Anna Stumpf and Eileen Eady are on the warpath, armed to the teeth with bows and arrows, tomahawks and knives, ready to invade Indian Point June 16....Sadie Spitzer, who is seriously ill, left on an extended vacation. We are all hoping that she will have a speedy recovery and be with us again very soon.... This Department welcomes Rose Mirell and Vincent Dougherty, its newest members.... Roslyn Millman is trying to go Luther Burbank one better by raising flowers in sponges. We hope the venture is a success!

Mr. and Mrs. James B. Reilly desire to thank the employees of Paramount-Famous-Lasky Corporation and Publix Theatres Corporation for their gift and assure them of their appreciation. Mr. Reilly, if you will remember, just joined the newly-married ranks. Mr. Reilly is one of the shining members of the stockroom on the 8th floor, and is the junior partner of the Hecht-Reilly Corporation.—W. R. H.

Evelyn Winters says: "Now I know why so many army officers sit with their feet on the desk" (she's just had her first riding lesson).

FILM RENTAL NEWS

The Film Rental Department seems strange these days, so many changes having been made. Girls, you'll find Ed Berger, our "sheik," down in the Booking Department; Nick Herrnkind, our talented artist is now with Joe Sweeney; and Innis Atwill, our famous pianist, has been keeping books in the General Ledger Unit.

These places have been filled by Dave Cooper, who is the present "sheik;" George Bressler, a shy young man (he won't be shy long, he sits next to Sadye now), and Dick Sheehan, who as yet is only a newcomer. Sam Bottleman has been promoted from the 9th floor to the 11th floor. Sadye Innerfeld has lost the distinction of being the only female, since May Burke has been transferred to the Department. She sure has lots of competition, and how! says Sadye.

Charles Eich who must read what Paul

Charles Eich who must read what Paul Gallica says about what the well dressed man must wear has been working overtime lately. We wonder why?

Most everybody is back on the job, after being out for everything from a cold in the head to a pain in the chest. It seems like old times again.

GENEROUS OFFER TO PEPSTERS FROM TOWER LIBRARY

Irene F. Scott, Chairman of the Educational Committee, asks that the following message be circulated to all members of the Paramount-Pep Club:

The Tower Circulating Library, located at 11 West 42nd Street, Room 704 is making us a very generous offer. It proposes to give us the following rates if we go to the library rooms and serve ourselves:

\$.05 for one day \$.10 for two days \$.15 for three days \$.20 for four days

five to seven days \$.25 and \$.02 per day for over the week. That is on regular \$2.50 and less, fiction. Non-fiction and higher priced fiction ranges \$.30 per week and upward.

It is also proposed to eliminate the \$1.00 membership deposit. The librarian proposes to set aside a shelf labeled "For the Use of the Paramount Pep Club Members." The library is open until 6:15 in the evenings.

This seems to me a very generous offer of which our members should be glad to avail themselves.

THE SADDEST NEWS

It is with a regret so sincere and deep that we are unable to put it into words that we are compelled to record the passing of Henry Salsbury's 12-year old daughter on June 5th:

—And to record that on May 8th, Louis S. Diamond suffered the loss of his father.

IRENE F. SCOTT, CHAIRMAN OF THE EDUCATIONAL COMMITTEE, HAS A NUMBER OF VERY IMPORTANT ANNOUNCEMENTS FOR CLUB MEMBERS

The Educational Committee has in its hands a bulletin from the League Summer School which is conducted by the National League of Girls Clubs. This is located at Miller's Place, Long Island and the term runs from August 5th to September 3rd, 1928. The summer school offers courses in history, social science, literature, dramatics, art understanding and music appreciation. Miller's Place is two hours ride from New York by Long Island Railroad, fare \$2.25. The fee is \$15. per week for all students whether members of the National League of Girls Clubs or not, this includes both lodging and tuition. The total cost cf a two weeks vacation, including railroad fare and incidental expenses is estimated at \$40.00. Students may register for any period of from one to four weeks beginning and ending on Sunday.



rene F. Scott

In addition to the studios there are facilities for tennis, swimming, shore parties, dancing and theatricals.

We hope to have in our hands shortly some information on a High School Home Study course. This can be taken up in spare time at home. The cost is very reasonable, totaling not more than \$20.00.

More about the Educational Endowment Plan:

United States government statistics show that a college education is worth \$30,000. to a man or woman. Here is your chance to secure it for your children.

Can you save one or two dollars a week? If you can, there has been perfected for our members a college club plan that will make certain the money to pay for your children's college education, no matter how young they are.

Undoubtedly you know how a Christmas Club works. As you save for presents, so you will save for the most valuable possession you can give your children—education. Arrangements have been made with one of the largest life insurance companies to carry a plan for you even farther than just a savings club. This college club plan guarantees that if anything should happen to you, that there will be available \$5,000. or more. This not only pays for all college expenses but includes a substantial cash graduation gift. After your first deposit, this guarantee is in full force and effect.

For detailed information consult the Educational Committee immediately.

We make no recommendations as to the particular merits or demerits of any cf the three suggestions above. The Educational Committee endeavors to keep as much information on hand as may be obtainable for the benefit of members of the Organization. This is at your service at any time.

THOSE CONVENTION BOYS

Everything is running smooth again, now that the conventions are all over....The few fortunates who went to Detroit and the very few who were more fortunate to attend the California convention are all back at their desks pounding away at the old Underwoods Sammy Cohen, one of the Washington delegates from the Foreign Department, and Charley Gartner, another, took an airplane ride over the Capital while in the city....Sammy's been up in the air ever since....This Cohen fellow was telling a group what great fun it was to watch a Senate debate. He had attended one while at the Capital....Relating with full gestures just how each Senator made his speech....The fact is, I think the way Sammy told it made it really funnier than it actually was....A CONTRIBUTOR.

FOREIGN DEPARTMENT NEWS

The Tenth Floor extends a cordial greeting to Mr. Grennard who is now in charge of the information desk formerly supervised by Mr. Coope. The latter has gone one flight nearer to the tower, being in charge of the eleventh floor..... General Traffic Manager Palmer H. Stilson, in order that his entire staff might be most fully informed on the ramifications of the Traffic Department, has switched the duties of a couple of his best workers. Owen McClave, formerly in charge of the despatch of advertising matter, has taken over the despatch of films; Saul Jacobs, who was handling the films, now has the advertising matter...... Louise Eckhardt, a member of the department of Miss Kass, is enjoying a well-earned vacation. Miss Eckhardt is the Foreign Department's version of "The Lady Known as Lou."



The Washington Convention was one of the most preciously vital events in all the history of Paramount. And as time goes on, we shall be able to proudly look back upon it as the grand occasion when the Nation's leaders personally endorsed the Aims and the Achievements—and particularly the Manpower—of Paramount Famous Lasky Corporation.

WE DON'T WANT TO SUPPLEMENT OUR PRESIDENT'S LETTER, BUT—

In a circular notice to the Paramount Pep Club members on May 31st last, President Vincent Trotta said:

In view of this heavy cost and the poor results of the luncheons and dinners it was deemed wise to leave the matter of food entirely in the hands of the members. Arrangements are being made with the steamship people to give service on board the steamer and also at Indian Point for the purchasing of lunches and dinners, the club members being entirely responsible for the cost of whatever food they care to purchase.

And if we may be permitted the privilege of editorially commenting upon this ruling, we want to state that in our minds it is one of the most progressive

and practical steps the Club has taken.

We all have memories, and unless our memories are very much mistaken, it used to be at least fifty percent of the fun of picnics to take our own food, to prepare it where we liked best, and to eat it in the place, and with the folks, we liked best of all. In those days it was unthinkable that we should go to a picnic, and sit down to eat food set before us with restaurant service, and to eat it with the politeness and precision which we only display at home when there are visitors, or on those three or four occasions a week when we go to the Sherry-Netherland.

If we must have a picnic—and nothing is more certain than that we must!—then by all means let it BE a humanly bearable event. And the major step towards that end has been taken by your Club's Officers in deciding that the customary catered food (that crumbly parade of temptless viands which has been so often the meat for a burlesque sketch), shall this year be 'out'; and that you will play a big share for a greater success by making the picnic a real

picnic with the supplying of your own food.

CHILDREN OF THE PRESIDENT



Here are the three happy hopefuls of the President of the Paramount Pep Club and Mrs. Trotta. The names of the children are Vincent (the eldest) Elliott and Maria.

PARAMOUNT PEP CLUB GLAD TO PAY TRIBUTE TO OUR MAILING DEPARTMENT

"Nor rain nor snow nor gloom of night can stay these couriers from the swift completion of their appointed rounds."

True to the glowing motto of the U. S. Postal Service, the members of our own Mailing Department are continually on the job, fully aware of the important responsibility assigned to them in the handling of the tremendous mail which passes through their branch of Paramount.

Our Mailing Department, under the supervision of Charles Alnwick, is distinguishing itself by the facility and accuracy in which the thousands of letters are despatched.

No greater tribute can be paid their efforts than by the confidence that every member of the organization places in them in entrusting to their care correspondence on matters of the greatest importance which sometimes involve hundreds of thousands of dollars.

The personnel of the Mailing Department serving under Charles Alnwick is as follows: E. McCarthy, J. Ptacnik, R. Fabrizio, J. Egan, W. Wernli and M. Gaudiosi.

"Why are you thrashing your little son?" "He will get his school report tomorrow and I must go away tonight." -Ulk, Berlin.

BUDGETINGS (By S. S.)

Mt. Vernon should bestow upon Eileen Donohue an executive position in that city. Being as she should be—a true Mt. Vernonite, she is forever ready to fight for and stick to her Mt. Vernon, no matter how far the boys may go in knocking her residence.

Joe Doughney is back at his desk after a recent illness during which time he was sincerely missed by his fellow co-workers.

'Me and My Shadow'—Irving Singer and 'Nick' Devereaux.

We can see no reason why Maurice Frommer should not enter the smoking line with his collection of pipes and other miscellaneous smoking articles.

Great scientific research work by an inquirer has brought out the following favorites from the Budget Dept.:

Motion Picture Stars: Clara Bow and Emil Januings.

Baseball Club: New York Yankees. Baseball Star: 'Babe' Ruth.

Form of Enjoyment: Sports. Department favorite: "Myself."

FOR AUTO OWNERS

Of interest to members of the Paramount Pep Club is the service that can be rendered in the securing of Operator's Renewal License for those members having cars. Mr. William V. Scully is to take charge of this for the members and he can be reached in Room 1123.

Members desiring Operator's Renewal Applications for 1928-29 can secure same from Mr. Scully. These are to be filled out, notarized and the necessary fee entailed thereto sent to Mr. Scully who will see that the re-newals are secured from the Motor Vehicle Bureau and sent to the applicants.

"Nurse," said a lovelorn patient. "I'm in love with you. I don't want to get well."

"Cheer up, you won't," she assured him. "The doctor's in love with me, too, and he saw you kiss me this morning.

—American Legion Monthly.

FIVE FAMOUS THOUGHTS

An organization can be no stronger than its information man.

Economy makes happy homes and nations. Instill it deep.
—George Washington.

Economy is a saving bank into which men drop pennies and get dol-lars in return.—H. W. Shaw.

Every man, however obscure, however far removed from the general recognition, is one of a group of men impressible for good, and impressible for evil, and it is in the nature of things that he can not really improve himself without in some degree improving other men.—Charles Dickens.

Think as you work, for in the final analysis your worth to your company comes not only in solving problems but in anticipating them.—H. H. Ross.



The Paramount-Pep Club's

PICNIC - O - GRAMS



HERE ARE THE KRAZY KAT KUPS



We had no qualms about giving front page splash to these wonderful cups, the gift of Charles B. Mintz and Nat. L. Mintz to the Paramount Pep Club. The donors make the Krazy Kat Cartoons which Paramount distributes, and they naturally figured that the spirit of Krazy Kat was partly the spirit of the Pep Club Outing.

The Cups stand eighteen inches high, and are silver. One will go to the male Pepster

who scores the most points in the sporting events: the other will go to the fairer-sexed Pepster who scores the most points And we want to make very clear how these points are going to be awarded.

To every race there will be allotted 10 (ten) points. The winner of this race will receive five points, the second competitor three points and the third two points. A total of all the points by the place win-

(Continued on Page 2)

EDITOR'S NOTE: This is a publication for which it will be necessary to coin a new adjective or series of adjectives. It is serious, sober, smileful and whatever else you would have it be, and you can take it as you like-but take it you must if you would learn of the events of the day, the sights on the way, the games you can play and the places to stay. Maybe you'll find in its pages some slight germs of prophecy, some advice to the lovelorn (by our own local Dorothy Dix and Beatrice Fairfax), and possibly there'll be some words on what you may and may not do.

In other words the publication will be found to be a perfect blending of the worst qualities of The Graphic, The New York Times, Farm and Fireside, The Christian Science Monitor, The Police Gazette, The Hundred Percenter, Vanity Fair, The Canine World, Vogue, Forward, La Prensa, Paramount Around the World, The Stockyards Gazette, La Vie Parisienne and Pep-O-Grams.

That's the spirit of the day, too. So have a grand time without rocking the boat: and remember, anyhow that—Life Is Like That!

June 16, 1928. Price: Forheavenssake! Issue: This once is enough.

Pienie--Graphs

WEATHER FORECAST: The gentlemanly prevaricator at the I. R. T. Meteorological Bureau went on record as saying that the weather would be great for the Pep-Club outing, but not so wonderful for Transatlantic hops. So just look around for yourself and

pep-the-picnic

There's a notice about a group photo to be taken immediately on landing. Be sure you heed this notice, because if you're out of the group you'll be out of the photo-graph, out of the next issue of Pep-O-Grams—and out of luck!

pep-the-picnic

There's an absence of personalities this issue. But just wait for the next. We have appointed a lot of deputy scribes to gather in heaps of stories about who and where and with. You'll be able to identify the scribes: they'll be wearing brass collar buttons and a happy look, and they'll be whistling like seven canaries on a fourth Tuesday.

pep-the-picnic

We are happy to tell you that there will be no censors to pass on the one-piece bathing suits. The censors would have scant reason for criticising them, anyhow. But we are certain that there will be a lot of glances, gazes, glimpses and gapes cast at the suits—to the

P H O T O !

Upon landing at Indian Point, all members and guests are requested to line up for a group photograph. Everything will be in readiness and the operation will take only a few minutes. Remember — get in this photograph and you're sure of getting in Pep-O-Grams next issue.

undisguised content of the contents of the suits.

pep-the-picnic For the Baseball throw (girls) a marker will be placed at right angles to the point where the ball is supposed to be thrown. The contestants will then stand at right angles to this false guide, turn in the opposite direction and then throw wildly. It is claimed that this formula will enable them to hit the intended mark.

That new friend of yours, Wit-Snapper, whom you met in the last issue of Pep-O-Grams, is one of the guests today. He has a slick trick of seeing humor in the funniest places; but he ranks corn high in the same of the And-So-He's-Hated League of Movie Sub-Title writers, so you ought to be tickled a delicate shade of pink if he singles you

(Continued on page 4)

KRAZY KAT KUPS

(Continued from Page 1)

ners in each sex will determine the winners of the Mintz trophies. There is this further clause: the two winners of the trophies will forfeit all of their individual race prizes, and the other place winners will all move up one place. This will make it necessary for the judges to include fourths in the finishes, so that when the winner in each sex has been selected, some of these fourths will be able to move up into third place, and so claim whatever prize there is available for that place.

All of this, we hope, is quite clear to every Pepster. If it isn't—and you are willing to admit that fact—any of the judges, stewards or sports officials will consider it a privilege to enlighten you. And now that we have made that clear-here's hoping for a wonderful line-up of contestants. For Paramount, the Pep Club, and the Krazy

Kat Kups!

SPORTS OF THE DAY

The undermentioned details of the sports activities of this memorable day are given by Ray L. Pratt and Ray V. Kennan of the Athletic Committee. further state that the events on the Athletic Field will commence approximately one hour after the docking of the Peter Stuyvesant. Thus if the boat docks at noon, the athletic events will commence sharply at one o'clock. The Baseball Game between the Married and Single men will commence at 2.30 p. m. Tennis will be played from 1 p. m. until 4 p. m., with the courts in charge of Sam Frey of the Publix Production Department.

ON THE ATHLETIC FIELD.

Event 1-100 yard Dash (Men over 21)

2- 50 yard Dash (Girls)

3- 50 Yard Dash (Boys under 21 years of age)

4—Three Legged Race (Men)

5—Baseball Throw (Girls)

6-440 yard Relay Race (Departmental if possible)

7—Potato Race (Girls)

8—1 mile Run for Men (Open)

Official Starter: Thomas Walsh.

Official Judges: Joseph Doughney, Wm. S. MacIlvain and

Harry Nadel.

Official Scorer: Miss Lilyan Prager.

Official Timer: Henry Levaca.

Entries will be received at the field.

ON THE DIAMOND.

Umpire: B. Fair

LIFE TERMERS OR BENEDICTS

Blake McVeigh, Captain

Fred Metzler Eugene Zukor E. A. Brown Joe McLoughlin

Tom Walsh Joe Doughney

Carl H. Clausen Joe Sweeney

Robert Powers Claud Keator Dave Cassidy Lou Diamond

Martin Hodge Stuart S. Clinton

Charles Alexander E. Nagle

FREE MEN OR BACHELORS

Irving Singer, Captain

Ray Pratt H. Helt

Iack Davis A. Johnston

Armand Toussaint

Joe Wood

Arthur Leonard Harold Davis

Arthur Dunne Joe Macsalka

J. Speer Pep Fay Eddie Hollander Bert Adler

Frank Clark

Picnic - O - Graphs (Continued from Page 2)

out for a special mention in the next issue of Pep-O-Grams.

pep-the-picnic

We magnanimously prefer to reserve judgment as to the moral and mental standing of the anonymous writer who referred to the outing as the Pet Club Picnic.

pep-the-picnic It's great to go back to the youthful days when a picnic really was a picnic; and nothing demonstrated the fact more pleasantly than the bringing of one's own eats, and the selecting of one's own nook and companions for the devouring of the

pep-the-picnic

We have a shrewd idea that quite a lot of the Pepsters will come into the office on Monday whistling the song that Helen Kane has made so popular at the Paramount: "Now Tell Me, Was There Anything Wrong in That?"

pep-the-picnic

Strange-the object of this little fourpager is to tell you as much about the picnic as possible before it occurs, and here we go forecasting post picnic worries. But the truth of the matter is that you'll find a wonderful incentive to sportsmanship on the cover, a tabulation of the main events on the preceding page, and a continuation of these fresh remarks on this last page. We could if you wanted them, give you a picture of the Peter Stuyvesant, a tabulation of Mons'eur Ruth's home runs, the population of Java up until last Sunday, and the number of scales on a four pound perch. But since you didn't ask for these, you didn't get them. pep-the-picnic

You're supposed to read this on the way up on the boat, and you'll know that you are almost there when you hear the bunch on the for'ard poop obey the injunction of a place on shore, which tells them to Sing Sing, and break forth into the luscious strains of "Hail, Hail, the Gang's All Here!"

pep-the-picnic

The best guard against sunburn is cocoanut oil: the best guard against walking fatigue is to sit around under a shady tree for a while: and the best guard against antbite is not to go near the ants.

pep-the-picnic We add a word in very determined serious-

ness against the making of fires. It seems to us that there won't be a single necessity for you to make a fire at Indian Point. If you need hot water, there'll be a place arranged for it: if your feet get cold, that will be your own fault: and if you make toast, remember that on an occasion such as this toasts are drunk, or given, but not made. But getting back to seriousness once more—a careless fire could do a lot of harm, not only to Indian Point, but to the good name of the Paramount Pep Club and the great organization it stands for.

CASUALTY!

In case of accident, sickness, mishap or collapse, call the Medical Department representative, Ray L. Pratt at once. He will be located in an accessible part of the grounds and will be instantly available.

Two exclusive items crash the gate into this issue by virtue of the fact that they were inadvertently omitted from the last regular issue.

pep-the-picnic

Ethel Langdon certainly deserves mention because in the story of thanks expressed for the wonderful work done on behalf of the Salvation Army Appeal, Miss Langdon's name was accidentally omitted. We sincerely regret this omission, and have sought to rectify it in answer to the demand of scores of readers who read the story and instantly realized that Miss Langdon's name was misspep-the-picnic

Les Andrews, of the Advertising Department also gains mention because of the superbness of his summer sartorial splash. When called to interview this newest disciple of the menjouesque mode we could not help but note how much like Jim Tully in his boxcar days were Harold Flavin and his gang—so far as attire was concerned, and speaking, cf course, in a comparative sense.

REMEMBER WHO YOU ARE!

Today, as on every other day, you are a member of the Paramount organization-or a friend or a relative of a Paramounteer—and you have in your keeping the good name and prestige of all that Paramount implies.

Remember this more than ever today, because picnic exuberance may be productive of an inclination to depart a little from the Highway of Dignity. But that wouldn't be fun, when you analyse it right down. You can still be dignified and yet get a terrific lot of entertainment from your Picnic.

So endeavor to make Dignity your Watchword: a Dignity to match the Invaluable Prestige of Paramount. You'll like yourself, your associates and your memories of the day a whole lot better for doing this.

VINCENT TROTTA, President, Paramount Pep Club.

Published by and for the Members of the Paramount-Pep Club.

Vol. 4 No. 9 July 10, 1928



WINNERS OF THE KRAZY KAT CUPS

EDNITH WEBER and MAX KLIEN, whose athletic prowess at the Paramount Pep Club Picnic on June 16th won for them the Paramount-Krazy Kat Cups presented by Charles B. Mintz, producer of Krazy Kat Cartoons.



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert DeaneEditor

Contributing Editors all members of the

Paramount Building, N. Y. C.

July 10, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon, OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan, RE-PORTERS: Arthur Bell, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Frank Schrieber, Gertrude Vollmer, Edward Jones, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

Outing

A great day, a great spot, and a grand boatload of Pep! The 1928 Summer Outing of the Club could not have been other than a success under these conditions. Success it was: and in the intervening weeks the entire organization has hummed with a newer and keener note of enthusiasm. Hearty congratulations are due those Pepsters who worked so indefatigably to make the outing the grand and wholesome event that it was.

Butts

A warning against the callous and indiscriminate throwing of cigarette butts —whether lighted or unlighted — from the Paramount Building windows, appears in this issue. Solely in the interests of common sense and decency you are asked to review this warning and judge whether or not it is directed against you.

Promotion

Several announcements regarding the progress advance of Paramounteers are set forth in this issue. This is the type of news we delight in publishing: news

about the merited advancements of Pepsters whose jobs have not been big enough for them, and who have just had to go forward in Paramount's interests as well as their own. Let us have more of this news: be big enough to forward us the account of your fellow worker's promotion, because as surely as you do that, and take pleasure in doing it, just so surely will there come the time that vour fellow workers will be reporting your own advancement.

Sound

The entire motion picture business is undergoing one of the most radical changes within its history. Pictures, hitherto silent, are having sound and dialogue fitted to them. The screen is to be silent no longer. It will speak: it will be bigger, broader, more nationally and internationally appealing. We of the motion picture industry have set this pace, and now it is up to us to keep up with it. This means a new and broader frame of mind: it means attuning our minds to the new dimension of sound and dialogue: it means the sober and reflective contemplation of the fact that the industry we have cast our life's lot with, has developed, practically in a flash, into a bigger and more vital industry, one holding still greater promise of progress for those who are mentally alert and constructively thoughtful.

Aviation

The flight of Helen Swayne from New York to Boston, coupled with the Paramount film successes, "Wings" and "The Legion of the Condemned," leads one writer to the query: "How many members of the Pep Club have actually taken airplane rides?" If you are one of the fortunate ones, please permit us to print your name in a special column as part of a campaign for making the entire Paramount organization air-minded.



PRESIDENT—Ind who, may I ask, is this loafer?

Assistant—That's the "Pep" Editor of our House Organ.

This cartoon has been reproduced, with all due significance, from the current issue cf "Judge" which is known as "House Organ Number.' It should be mentioned, however, cf "Judge" that the artist was misinformed about the smoking part of the editor's make-up.

OUTING A SPARKLING SUCCESS

Perfect Weather Allies Itself with Club's Plans to Produce Gala Picnic

Those who were there had a wonderful time: and by a process of logic, those who were not there missed a wonderful time. The ship was great, the music snappy, the day a heaven-sent special, the sports spirited and the food all that could be desired. Once again the Paramount Pep Club has proven its mettle and has given its members another parcel of happy memories. These memories will now go down in the book kept for such events, and will be tagged June 16th, with the place of occurrence marked as Indian Point, state of New York.

The details of the day would be quite out of place here. Those members who went know all about them; and in those members who did not go they would only arouse vain regrets. The results of the sports meeting are given elsewhere; and there is a page of snapshots in another part of the issue.

snapshots in another part of the issue.

A full measure of credit is due all who were responsible for the success of the outing. This includes President Vincent Trotta, Entertainment Committee Chairman Lou Diamond, Ray L. Pratt who had charge of the sports; those in charge of the transportation arrangements; and all of the various members of the other committees who participated in making outing so splendid a demonstration of the Club's strength.

THE PICNIC PEP-SHOTS

As you turn to the next page you will meet the few Picnic Pep-Shots we were able to snare from the hundreds of camera carriers. The letters indicate that it was our intention of telling you just who is who in these pictures; but due to the demands of space we were obliged to leave the names out. However, each person in each snap will be able to establish self-identification; and those not in the snaps can have quite a game figuring out Who's Who.

ABOUT THE OUTING (By M. K.)

"Sorrell and Son" were a devoted pair. But you should have seen "Savell and Son." All that Edward is interested in is, "When's the next Outing, Daddy?"...Henrietta Betchuk was as usual the life of the Party... And more life was added to the party by the delicious sandwiches of Syd Hacker and Dora Lipschutz...Joe Philipson took some snappy snapshots.

IN THE PICNIC THRONG

Seen at Indian Point on June 16th:

Eugene Zukor, Ralph Kohn and Dr. Stern,
all very visibly having a good time. Poss

Sarfaty, secretary to Mr. Hawthorne, with her brother from the West Indies and her cousin from England. Almost an international delegation. Both of her guests

WHOOPEE! FOR THE OLD FASHIONED MOTION PICTURE NIGHT!

Within a few days the news will commence flying around with regard to the Old Fashioned Motion Picture Night which the Club is planning. Arrangements are in the hands of Entertainment Committee Chairman Lou Diamond, and he and his gang of co-workers are promising an event, the like of which New York has never before seen. A foremost legitimate theatre is to be hired, and the uniqueness of the offering to be presented in this theatre, it is believed, will so appeal to the thrill-seeking New Yorker, that a most substantial addition to the Club's funds will be made

Watch for details! They'll be broadcast by handbills, notices, newspaper stories and in a score of other fashions!

commenting on the wonderful Club spirit... Three famous secretaries also having a good time: Belle Goldstein, sec. to Mr. Zukor, Sylvia Blaustein, sec. to Mr. Kent, and Mrs. Emma Peters, sec. to Mr. Michel.

HELEN SWAYNE, AVIATRIX

Helen Swayne, who has charge of the contract and sales statistical section of Judge Frawley's department, is still tremendously enthused over her recent flight to Boston, where she not only went as a delegate of the New York Overseas Service League to a convention there, but got her name in the New York Herald Tribune and her photograph in the rotogravure section of The New York Times. In point of service, Miss Swayne is one of the oldest employees of Paramount, having been with the organization for twelve years.



Reproduction of a picture in the roto section of The New York Times, Miss Swayne is on the right of the group.

PICNIC PEP-SHOTS



VITALLY IMPORTANT

Proposed Amendments to the Constitution and By-Laws of PARAMOUNT PEP CLUB, INC.

Below, and on the following page, are amendments to the Constitution and By-Laws of the Paramount-Pep Club, Inc., which were submitted to the general meeting of the Club on July 10th, and which will be re-submitted, by a motion passed on July 10th, to the members at the general meeting on August 14th. In the meantime, every member is strongly urged to read, weigh and analyse these amondments: and should he, or she, have any further amendments to offer, to have them prepared in writing for the August meeting. It is left up to your own sense of the fitness of things to realise just how important this matter is.

PROPOSED AMENDMENTS TO CONSTITUTION AND BY-LAWS

CONSTITUTION

Article III.

MEMBERSHIP

Sections 1 and 2 to be repealed and the following substituted therefor:

Section 1. (a) Any executive or employee of the Home Office of Paramount Famous Lasky Corporation, Publix Theatres Corporation, Publix Music and Production Corporation, Artists Booking Office, Inc., Individual Films, Inc., or Paramount News, Inc., located in the Paramount Building, Broadway, New York, shall be eligible for active membership; and when elected in the manner hereinafter set forth, may retain such membership as long as the employee remains in the service of one of these corporations, even though subsequently transferred from the Paramount Building. The right to membership shall terninate, however, when the employee is no longer in the service of one of these corporations.

(b) Any employee of one of the above named corporations who is not a member of the Paramount Pep Club owing to the interpretation of Article III, Section 1 (a), but who was previously a member in good standing for a period of two years, may again become a member of the Club by unanimous vote of the Board of Governors.

Section 2. Applications for active membership shall be submitted to the Chairman of the Membership Committee, who shall accept such applications in accordance with the provisions of Article VII, Section I, paragraph (h).

Article IV.

Sections 4-5 to be repealed, and the following substituted therefor:

, Section 4. The Standing Committees shall be as follows:

Athletic
Bulletin
Cooperative Buying
Editorial
Educational
Entertainment
Finance
Membership

Pep-O-Grams
Reporters
Publicity
Rules
Thrift
Ways and Means
Welfare

Section 5. No member of the Board of Governors shall be eligible for membership on

any standing committee other than the Educational and the Welfare committees.

Section 6. The Chairman of each committee shall be appointed by the President, and the members of each committee shall be appointed and may be removed by their respective Chairmen.

Article VII.

DUTIES OF COMMITTEES

Sections 1 to 9 inclusive, to be repealed and the following substituted therefor:

Section 1. (a) The Athletic Committee shall promote and sponsor all desirable forms of athletics for the members of the Club, including various indoor and outdoor sports.

- (b) The Bulletin Committee shall keep in close touch with all activities of the Club, and post all notices, and distribute all announcements, publications, and other matter of interest to Club members.
- (c) The Cooperative Buying Committee shall negotiate with individuals, firms, and corporations, and arrange for Club members to purchase merchandise, goods, services, and entertainment at the most advantageous prices obtainable.
- (d) The Editorial Committee shall consist of an editor-in-chief, an assistant editor, and two art editors. This committee shall have entire charge of the official publication of the Club known as Pep-O-Grams. The material submitted to this committee by Pep-O-Grams reporters and others shall be edited in order that the dignity of the publication, the Club, and the Paramount organization may be upheld.
- (e) The Edneational Committee shall assist and advise members in matters pertaining to individual self-improvement. To this end it shall announce lectures, exhibits, and expositions, and shall in cooperation with New York schools and universities encourage Club members to engage in and pursue courses of study.
- (f) The Entertalnment Committee shall direct all social activities of the Club and the forms of entertainment may be varied according to the seasons and holidays.
- (g) The Finance Committee shall submit the combined budgets of the Committee Chairmen to the Ways and Means Committee for approval. The Finance Committee, each quarter, shall audit the accounts of all standing and special committees having use or custody of funds, and shall investigate and determine the committees whose records shall be audited. Each officer of the Club, each

Proposed Amendments to the Constitution and By-Laws of the Paramount Pep Club, Inc.—(Continued)

member of the Board of Governors, and the chairman of each committee whose records are audited, shall receive a copy of this audit report.

(h) The Membership Committee shall receive all applications for membership in the Club. The chairman of this committee shall he responsible for the eligihility of all candidates, and shall propose and read the names of all candidates at the meeting of the Club at which the membership is to be considered. As their names are read, the candidates shall rise as a means of identification and introduction to Club members.

(i) The Pep-O-Grams Reporters Committee shall solicit and gather news, special articles, features, rhymes, jingles, and verse, with the view of supplying ample material for the official publication. The material thus gathered shall he passed to the Editorial Committee for editing and publication.

charge of all publicity Committee shall have charge of all publicity work of the Club. Its membership shall be composed entirely of persons selected from the advertising and art staffs of the Paramount organization. They shall prepare articles and notices of interest for publication in Peo-O-Grams, for dissemination to Club members through bulletins, and shall have charge of all art and publicity affecting special programs, entertainments, dances, etc.

(k) The Rules Committee shall be composed of a chairman and five others, one of whom shall be an attorney and one of whom shall be a stenographer. To this committee shall be referred all questions of interpreting the Constitution or By-laws, and it shall be the privilege of this committee to require such questions to be suhmitted in writing. This committee may also suggest, submit, or propose amendments to the Constitution or By-laws, but this article does not prevent any member or group of memhers from submitting amendments in the manner provided by the Constitution.

committee for members who may desire information or advice regarding savings, investments, budgets, personal finance, loans, etc. The committee shall as far as possible be selected from the more mature and experienced members of the Cluh, and shall actively by campaign or otherwise, assist and encourage members to adopt and engage in sound methods of finance.

(m) The Ways and Means Committee shall be composed of the chairman of all standing committees, the Secretary of the Club, and the Vice President who shall serve as permanent chairman. The purpose of this committee shall be to assist the President and his administration in planning and financing Club activities.

(n) The Weifare Committee shall be composed of the chief of the Company's Medical Service, who shall be chairman, and two others, one man and one woman, both of whom shall be executives in the Home Office or shall hold positions comparable thereto, or positions of trust. They shall interest themselves in the welfare of members of the Club, and shall aid and assist worthy distressed members of the Club, their wives, widows, and orphans. At least two members of the Committee shall endorse all requests for expenditure.

Article VIII. NOMINATIONS AND ELECTIONS

Paragraph 2 to be repealed and the following substituted therefor:

This committee shall nominate one or more candidates for each vacancy and the committee is authorized to receive recommendations regarding the qualifications of any person for

office. Upon the written petition of fifty or more members any person may be nominated for office provided that the petition be filed within two weeks after the nominating committee has been appointed. No petition shall be considered after the nominating committee has filed its report.

BY-LAWS

Article I. MEETINGS

Section 1. Paragraph (c)

This article shall not prevent the holding of meetings at any other hour or place when the purpose is to combine business with a social gathering of Club members.

Article II. GENERAL ELECTION

Paragraph 1 to be repealed and paragraph 2 to become paragraph (C) with the enact-

ment of the following:

(a) The general election of officers and governors shall be held on the fourth Tuesday of September at such hour, or hours, as the Board of Governors may designate, but when a holiday or an emergency intervenes the election may be held on any other day after the fifteenth of September which the Board of Governors may name.

(b) The names of all candidates shall be printed on the Official Ballot, alphabetically,

in the following order:

President Vice-President Treasurer Secretary Board of Governors

1. Men 2. Women

(c) Same as present paragraph number 2.

A FEW WORDS FROM THE CLUB PRESIDENT ON THIS MATTER

These proposed amendments to the constitution of the Paramount-Pep Club have been fashioned and offered for your endorsement, approval or rejection with the sole object in mind of strengthening the Club. The Club has grown many hundredfold since the constitution was drawn up; and the mere fact that such sweeping amendments are necessary is paramount proof of the Club's progress. Here there is being presented to you a straight out-and-out Club issue—a matter put squarely before all members for the sole purpose of acquiring their reaction in swift, certain and unmistakable fashion. Reactions in writing, with views set forth snappily and pungently, are what is needed for the next general meeting of the Club on August 14th. You have the interim for reflection and personal debate: the decision, one way or the other, should be arrived at swiftly and without equivocation on August 14th.

-VINCENT TROTTA.

HAPPENINGS OF NOTE IN THE FOREIGN DEPARTMENT

M. "Dick" Blumenthal climaxed a round of farewell luncheons and dinners by sailing for Paris on the Ile de France at midnight on Friday, June 29th. He's in Paris now, engaged in his vitally important work of being executive assistant to Melville A. Shauer. One of the happiest events before he sailed was the luncheon given him by Mr. Seidelman the day before sailing, which was attended by Mr. E. E. Shauer and members of the Foreign Department. Dick has been assistant to Mr. Seidelman for the past two years.

Advantage was taken of this luncheon to also farewell Harold Sugarman, who left the same day as Dick. Harold headed for Panama, where he took over John Nathan's job as assistant to Manager Harry Novak. John in the meantime has gone to promotion in Cuba as assistant to General

Manager Arthur Pratchett.



Eddie Ugast

Another addition to the Foreign Department's Home Office Brigade is Eddie Ugast, graduate from the Domestic Ad Sales Department. Eddie brings his great music publishing and general musical knowledge to bear upon the problem of Sound Pictures, he having been appointed by Mr. E. E. Shauer to be in charge of the Foreign Department's Sound and Synchronized Picture activities.

For all of these boys we wish sincere and well-merited success in their new spheres of Paramount activity.

WE WELCOME THESE NEW MEM-BERS TO OUR CLUB ROSTER

William Goldstein, Chairman of the Membership Committee, reports the Club's acceptance of the following new members

at the last general meeting

W. Vincent Dougherty, Richard G. Engel, Teresa Horvath, Charles Mulvihill, Bertha Oehler, Joseph Reilly, Harold J. Wright, Mildred Stobbi, Joseph J. Hahn, Harriet Reuner, Helen Goldberg, Leonard O. Hargrave, Arthur E. Haupert, Richard Sheahan, William Eastlack, Frank Gadevai, Moe Gruber, Helen Kraus.

AUSTRALIA'S PARAMOUNT PUNCH CLUB ON PRACTICAL BASIS

The Paramount Punch Club of Australia. formed by Managing Director John W. Hicks, Jnr. as far back as April, 1921, scored very handsomely when the Home Office in Sydney was completed several months ago. The Club now has the entire top floor for a social hall, and the entire roof of the building carries the Club's two tennis courts.

AN OLD FRIEND COMES BACK



Coincidental with John Butler's appointment as Executive Manager of our Long Island Studio, John W. Fingerlin, formerly of the West Coast Studios, has been promoted by Mr. Lasky to assume Mr. Butler's former duties as Manager of the Home Office

Distribution Department. Welcome, and congratulations to Mr. Fingerlin! He does not come as a stranger to the Home Office, for he served in Mr. Butler's Department before being sent to the West Coast. On the Coast he was Budget Manager

of Paramount's Hollywood Studio, and Treasurer of the Paramount Studio Club.

TO NAME NEW OFFICERS



At the most recent general meeting of the Paramount Pep Club, held on Tuesday, July 10th, the following members were appointed by President Vincent Trotta as a Committee to nominate the officers of the Club to serve during the year 1928-29: Theodore C. Young, Fred Metzler, Aldyth Reichenbach, Carl Clausen and Jane Stubbs. We have reproduced their photographs above. Their nominations will be announced in the next (August) issue of Pep-O-Grams.

BETROTHALS

Raymond L. Pratt and Lilyan R. Prager, Eleventh Floor Accounts Department, July, 1928.

William Fass and Helen Goering, Foreign Department, July, 1928.

COMEDIES TO HAVE BOTH SOUND AND SEX APPEAL

IRENE F. SCOTT, one of the livest of the Club's Committee Chairmen, is splendidly aware of the necessity for the Club members keeping abreast of the swiftly changing times in this motion picture industry we are all part of. That's why she makes every effort to contribute, on behalf of her Educational Committee, articles which are both timely and informative. This one on Sound Pictures, written by George W. Weeks, at her invitation, is an excellent sample.

By George W. Weeks

Have you ever heard the crunch of a custard pie as it reaches its destination?

Have you ever been able to learn a true appreciation of the plight of a man who

falls into a pool of water.

Have you even a faint idea of the sounds which accompany a free-for-all battle, a chase or any one of a hundred noisy incidents on view in your picture entertainment?

If you haven't, your education is going to

be improved starting August first.

My reason for voicing this prophecy is the fact that the Christie Film Company is going to endow with sound effects all its product released during the next season

and from then



You'll hear the splash

For the past 12 years the Christies have been producing comedy short subjects in one and two reel lengths. But the picture experience of Al Christie, production head for the company, antedates that period by many years as he is one of the industry's pioneers.

Starting with 1916 Al Christie has produced each year from 30 to 50 one and two reel comedies with distribution through various distributors. In making this production of the comedies with the comedies are the comedies and the comedies are the comedies and the comedies are the comedies. various distributors. In making this product Mr. Christie pioneered and his comedy formulae lead other producers as regards story and gag details. His players became proficient in the art of hurling all kinds of miguiles, and purforming all manner of proficient in the art of hurling all kinds of missiles and performing all manner of dangerous stunts, racing along roof ledges, falling from house tops, tumbling like acrobats and doing the thousand and one foolish and dangerous tricks necessary to make audiences laugh—for it is a truism that the great majority of the people derive their pleasure from the discomfiture of their felture men low men.

From the beginning the antics of these comedians, either tumbling about or throwvarious implements at each other, have caused convulsions of merriment in the spectator who literally laughed himself sick at the sight of a pie squishing through the air and landing on the face of some unfortunate. fortunate.

Through the years broad hokum has never palled but now added insurance of its ability to make people laugh will be issued in the form of synchronized sound effects which will make audible the squish of the pie as

will make audible the squish of the pie as it lands at its destination.

In order to make possible a better understanding of how the synchronization of sound with the picture will be accomplished I will try to give you a non-technical explanation of these new devices—there are a number of different machines on the market at present but there are only two which differ fundamentally—Viranhone and Movietone. fundamentally—Vitaphone and Movietone.

The Christie Company, following the lead

of its distributor. Paramount, recently signed a contract with Electrical Research Products, a subsidiary of the Western Electric Company, whereby it is licensed to use the Western Electric systems of sound recording and reproduction. Western Electric controls the two principal recording systems, the Vitaphone and Movietone methods.

The Vitaphone system consists of recording voice, sound effects and music scores by means of discs such as are manufactured by the Victor Company for phonograph repro-

duction.

The Movietone system is a more involved apparatus. Western Electric Company manufactures a light bulb which has the property of transferring sound to light rays. When making a picture which will have a Movietone accompaniment it is necessary to use a microphone (the same as is used in radio broadcasting) which picks up in the manner of a telephone transmitter, voices, sound ef-fects and music audible on the sets on which the various motion picture scenes are photographed.

These sounds, entering the microphone, are carried through to the back of that mech-

You'll hear the squelch

anism and come in contact with the special electric bulb. The intensity of the light of the bulb, brightness or dedarkness. pends upon the volume of the sound carried by the to it by mierophone.

This microphone and elec-tric bulb are attached to the which camera takes the pic-tures of the

various scenes. The bulb is placed in such position that its light rays fall on the same film taking the photographs of the motion picture action. One portion of the film, about one-sixteenth of an inch, is reserved for the photographing of the light rays from the bulb.

Thus, in addition to the ordinary picture, we have photographed light rays on the same film, representing sound, which range from a pure white to almost a Cooper black. These light rays are in the form of bars the length of the negative space reserved for them.

After the negative is shot, developed, printed and shipped to the theatre, a reversal of the process, insofar as sound reproduction is concerned, takes place. The light rays are projected from the positive film through the electric light bulb. The variations in intensity of light in the electric light bulb set up. a series of minute electric light bulb set up a series of minute electrical vibra-tions which are picked up by a microphone attached to the projector which analyzes and sets them in a true sound continuity. This sets them in a true sound continuity. This sound continuity is broadcast through the theatre by means of wires which carry the sound from the microphone in the projection booth to the loud speakers located back stage and in the prosporium. and in the proscenium.

(To be concluded next month.)

SOMETHING A LOSER CAN GET

Whatever else was lost during the Club Outing at Indian Point last month we didn't hear about: but if the losers of a string of pearls and one cuff link will inquire at Room 1250, they can regain their property. In accordance with the best ethics of this modern civilization, it will be necessary for the losers to prove in a practical fashion that they really were the losers. In other words, they shall have to identify the articles.

PEPERSONALITIES

MARIE DUNN, who prior to leaving Paramount for another affiliation a few years ago was private secretary to Foreign Publicity Director O. R. Geyer, is back with Paramount as private secretary to Division Manager John D. Clark. Marie's popularity has remained undimmed during her absence from Paramount, as has been evidenced by the pleasure of her friends at her return.

CHARLES ALNWYCK, for some considerable time in charge of Paramount's mailing room, has been promoted by Office Manager Joseph McLoughlin to be a member of William "Bill" O'Connell's Dept.

RANDOLPH ROGERS GOES SOUTH AND NORTH TO THE WEST COAST

The delightful practice of going to Paramount's West Coast Studios via the Panama Canal, has another ardent devotee in Randolph Rogers, private secretary to Mr. Lasky. Randolph was a June voyager on the President Garfield, and paid pleasant calls at Havana and Panama, reaching Los Angeles in just fourteen days from New York. Though he missed the Parmlee bus transfer at Chicago, and the vista of mules and cactus in Arizona, Randolph says that he was amply compensated by the coolness of Cuba, the calmness of the Caribbean, the picturesqueness of Panama and the placidity of the Pacific.

MENTIONABLE HAPPENINGS

On August 12th, "Wings" will have been at the Criterion for a year and a day. Seen it yet?.... The observation tower on the Paramount Building is now the coolest and and most comfortably furnished spot on the upper skyline of Manhattan. Your friends who have not heard about it would be glad of the tip.....We are glad to report that our Non-Lobby-Congregating Campaign is working splendidly.....The Fourth of July was again a splendid tribute to American patriotism. Many Pepsters are still bearing the good old annual duo of burns—sun and fireworks.... This month the Paramount Theatre will present its first sound picture, Richard Dix in "Warming Up." Those Pepsters who have not yet visited the Paramount should seize upon this opportunity for 'breaking the ice.'

OUTING SPORT RESULTS

50-yard dash for boys: (1) G. Savarese, (2) Max Klien, (3) L. Frank. 100-yard dash for Co-eds: (1) A. Leonard, (2) J. Philipson, (3) W. MacIlvain. 50-yard dash for girls: (1) T. Gurvey, (2) E. Weber, (3) M. Kessler. 100-yard dash, open: (1) M. Klien, (2) L. Sheehan, (3) G. Savarese. Three-legged race: (1) H. Levaca and J. Guilfoyle, (2) J. Levaca and Gurvey, (2) E. Weber, (3) M. Kessier. 100-yard dash, open: (1) M. Klien, (2) L. Sheehan, (3) G. Savarese. Three-legged race: (1) H. Levaca and J. Guilfoyle, (2) J. Levaca and Gabriel, (3) Max Klien and G. Savarese. Potato race: (1) T. Gurvey, (2) E. Weber, (3) H. Betchuk, Baseball throw for girls: (1) E. Weber, (2) E. Weisman, (3) H. Jablow. 440-yard run, open: (1) W. Seymour, (2) L. Sheehan, (3) L. Frank. One mile run: (1) Max Klien, (2) L. Sheehan, (3) W. Seymour, Summary of these results reveals the following point scoring for the Mintz Krazy Kat Cups: MEN—M. Klien 14, Sheehan 9, Savarese 7, Seymour 6, Leonard 5, Philipson 3, H. Levaca 1½, Guilfoyle 2½, Frank 2, J. Levaca 1½, Guilfoyle 2½, Frank 2, J. Levaca 1½, Gabriel 1½, MacIlvain 1, WOMEN—E, Weber 11, T. Gurvey 10, L. Weissman 3, M. Kessler 1, H. Betchuk 1, H. Jablow 1, Ray L. Pratt was official starter for the events, Lilyan R. Prager was official scorer, and the official judges were MacIlvain, Philipson and Leonard.

son and Leonard.

The baseball game between the Married and Single men was won by the former by the very close margin of six runs to five.

HEARING SOUNDS

Two twenty-four-hours-a-day Paramounteers who didn't know that the world held so many melodies, so many sounds, and so many varieties of ways of linking them to motion pictures, are Morris Press and Larry Kent, of Publix. These two Pepsters, members of a band of Paramounteers who are making 1928 into an epochal year in the history of Sound Pictures, now only have time to go home on vacations - and they are not taking vacations.

TINKLE, TINKLE! Sara Lyons says that now that Dick Blumenthal has sailed away from this country, she has no further use for the telephone in her office, as no one else will bother her about prints. she contemplates either having the 'phone removed, or leaving it as an ornament.

BACK FROM VACATION

Ann J. LeViness, private secretary to Mr. E. E. Shauer, has returned from a wellmerited vacation. During her absence, the secretarial work of the Leader of Paramount's Foreign Legion was most capably done by Tess Sternberger.

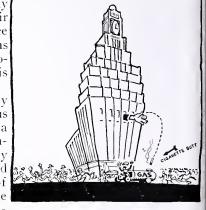
WHY? An intelligent man will drive a big car through the crowded streets of a busy city and still keep one eye on a pretty girl way over on the side walk, and, with but one eye working, he will escape a collision; but when this man drives his car out in the wide, open country, he sometimes fails to see a locomotive as big as a schoolhouse—a tremendous engine thundering along, blowing its whistle and ringing its bell. Out where there is nothing to distract him, he may fail to see or hear an engine that is hauling ten flat-wheel flat-cars, twenty stock cars loaded with squealing pigs, and twenty more grinding squeaking gondolas filled with soft coal.

Now, why is this? —The Silent Partner.

'Buts' are Superfluous! But 'Butts' are Dangerous!!

Office Manager McLoughlin has distributed for general perusal a notice stressing the criminal folly of those individuals who unthinkingly toss their still smoking cigarette butts through their office windows. We say 'unthinking' because it seems impossible to imagine a rational Paramounteer doing such a thing as this in full possession of his faculties.

The notice has given actual instances of injury caused, and danger threatened, by this insidious practice: and it has been woven into a plea for a saner regard for the welfare of others. It is generally agreed that there is no limit to the ghastly consequences which might follow an idly tossed cigarette butt; so we leave it up to the decency of every smoker to remember that if he must smoke within the building, then there are at least a thou-



sand safe receptacles into which he can toss the unsmoked tobacco. And let every smoker remember that there is always the element of chance that a near and dear one might be caught in just such a tragedy as is impending in the above sketch.

EIGHTH FLOOR PICNIC QUIPS.... BY HANK

Didja have a nize time?....See Marjie and Vic Stolfie with big brother Alexander and lots of something good? At Irene Kelly and Gert Berg wandering about arm in arm?....Henry Spiegel wandering about looking for sandwiches on rye bread? Seemed rather successful, too!....George Planck and the "missus" got on at Yonkers with Rodney Bush....Gus. Gabriel with a great big package offered to share it with columnist.....Good time to congratulate Miss Eddie Weber and Maxie Kline. You know, they won the Krazykat cups...... Yep, William Randolph Hecht was there. The outing couldn't be successful otherwise.Where was Henry Spiegel after we landed?....Sada Ruth Snyder was there with a couple of friends and lots of goodies to eat....Claude Keator planned to go but he caught cold and made a last minute decision against it....Gotta a nize garden? See Sue Brust, She loves nize gardens..... The Lottie K., a beautiful, luxurious power boat belonging to Eugene Zukor, drew up alongside the Dayline pier at Indian Point about 3:45 P. M. to take on Mr. Zukor, Mr. Ralph Kohn and Doctor Stern. As this reporter marveled at the excellent manner in which the trim speedster was handled he recognized George Kelly, who also pilots Eugene Zukor's cars, at the helm.... Edith Weber and Max Kline won the Mintz Cups for their athletic successes; but to several gentlemen of the Publix and Paramount advertising and publicity department go the distinguished Medals of Eats and More Eats. These men proved themselves experts at the art of 'grubbing' lunch. One went so far as to seek only the damsels who had sandwiches on rye bread.

12TH FLOOR NEWS (By W. G.)

More news about the boat ride. It seems that there was just a little too much excitement for Sadie Spitzer. On seeing William Gold with his little nephew, she asked, "Is that your little niece?"

It certainly pays to be a good runner. Tina Gurvey is now sporting a beautiful compact, her prize for winning the fiftyyard dash and potato race. She was also the runner-up for the grand prize.

A dinner and theatre-party were given by the girls of the Contract Department to Alice Fischer, who has resigned for an extended vacation to recuperate.

Eileen Eady emulated the worthy disciples of that illustrious branch of the domestic life at Woodside—the Fire Department—by wearing a flaming red dress.

Amy Press thought she was in her second childhood when she got on the children's merry-go-round at Indian Point. However, she came back to earth—and how!

Miriam O'Connell has left the Sales Statistical Dept. to work with Mr. Roper.

We all welcome our latest recruits—Miss es Falvey and Wawzycki.

Jean Cadger and Mae Strup won't forget the outing for a long time. A young man insisted that they go rowing. Now, far be it from us to gossip—but he forgot to tell them he couldn't row. It's good he didn't ask them to take an airplane ride.

All those who have any news, kindly refer same to Rose Mirell, secretary to Billy Gold.

One of our favorite sleuths, a gatherer of priceless information, reports that Herman Lorber is seeking a new apartment, one with more rooms. The reason for the emphasis on the "more rooms" was omitted from our sleuth's report.

NOMINEES

NOMINATING COMMITTEE SELECTS JUDGE FRAWLEY FOR PARAMOUNT PEP CLUB PRESIDENT.

EDWARD BROWN FOR VICE PRESIDENT. OTHER SELECTIONS ALSO ANNOUNCED.

Elections Will Be Feature of September.

VACATION SEASON AT HEIGHT. TAN CHEEKS. TOUCHY SHOULDERS AND TOUCHLESS POCKET BOOKS FEATURES OF RETURNED VACATIONISTS.

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Pep-O-Grams To Be Equipped With Sound Effects.

MEMBERS URGED TO ADOPT CONSTITUTION AMENDMENTS AT TONIGHT'S GENERAL MEETING.

First Plea for Contributory Offerings for Fourth Anniversary Number of Pep-O-Grams, Published October 9.

PEP GRAL

ART EDITORS

Ray Freemantle

Saul Schiavone

Albert Dcane Editor

Contributors-

all members of the

Gparamount-Gdeb A CLAN OF "GOOD FELLOWS"

Paramount Building, N. Y. C.

Vol. 4, No. 10

August 14, 1928

Pep Club Reporting Committee CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. RE-PORTERS: Arthur Bell. Maxine Kessler, Wil.iam Gold, Florence Monson, Rose Eidelsberg, Frank Schrieber, Gertrude Vollmer, Edward Jones, Marion Herbert, Seymour Schultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

Nominations

At this time of each year it is our pleasure to receive from our Nominating Committee its selection of the Club members believed best fitted to comprise the administration of the Club for carrying on of activities during the forthcoming year. At the same time, it becomes our heartfelt duty to give deep and constructive thought to the elections which the month of September will witness, and which will officially pronounce the names of the new administration. Every part of the year is a 'thinking' part for the real Club member: but this time of the year is even more of a seasonable time for thinking of the Club's progress and future than any other. Give your own personal appraisal to the names and past performances of the nominees—and then think ahead to the elections.

Wings

We think it well worth telling you again that just two days ago a Paramount picture entered upon the second year of its run at the one theatre.

The picture is our epic of the air, "Wings," and the theatre is the Criterion. We made a wonderful instrument for good will and understanding when we made that picture. In London, where the picture is in its twentysecond week, and still running, a party of British aviators met a party of German aviators whom they had actually fought over the fields of France ten years ago, and after a jolly dinner they all went off arm in arm to see "Wings" at the Carlton. Just that action alone is worth all of the money that Paramount invested in "Wings."

Bargains

Members are constantly being offered opportunities to purchase everyday requirements at amazingly low prices. Room 603 has been the scene of bargain displays which rank reasonably close to being classed as modern miracles. They merit the appreciation of every buying member not only from the standpoint of the intrinsic value displayed, but as encouragement for the hardworking chairman and members of the Buving Committee.

CONSTITUTION

The publication of the proposed amendments to the Constitution of the Paramount-Pep Club was an expression of the beliefs, desires and proposals of the Club members expressd both prior to, and at, the last general meeting of the Club. In the interim, and at the request of those spirited Members who held real and sincere views on the matter, these amendments have had the closest scrutiny of the Board of Governors and the Rules Committee.

In their newest and most recent form they will be submitted tonight to the general meeting for adoption.

AIR-MINDED PARAMOUNTEERS

We gave promise last issue of publishing a progressive list of the names of all Paramounteers whom we know have been up in an airplane, or who have signified this fact to us in writing since last month. Here is our first list:

S. R. Kent G. B. J. Frawley Dick Blumenthal Sadie Spitzer Charles Gartner

Emanuel Cohen Helen Swayne John Nathan O. R. Geyer Al Grav

Garamount Pep Club Nominees



G.B.J. FRAWLEY E. A. BROWN FOR VICE-PRESIDENT ROSE EIDELSBERG FOR SECRETARY

SAM DEMBOW VINCENT

LOU DIAMOND

SARA LYONS ALICE BLUNT

G. B. Judge Frawley, popular Paramounteer over a long period of pre-eminently successful Paramount service, has been nominated for President of the Paramount-Pep Club for 1928-29. Edward A. Brown, cashier de-luxe and jolly fine fellow, is nominated for Vice President. Marion Coles and Rose Eidelsberg, with superb records of service, are nominated for the posts of Treasurer and Secretary.

These items of information are conveyed in an official letter to President Vincent Trotta from the Nominating Committee, the chairman of which is Fred L. Metzler, and the remaining members Theodore C. Young, Carl H. Clausen, Sylvia Chock and Aldyth Reichenbach. The text of this letter is as follows:

In accordance with your notification of July 11th, in which you appointed a nominating committee to elect officers for the season of 1928-1929, the Committee subsequently met, electing Mr. Fred L. Metzler, Chairman, and Miss Aldyth Reichenbach, Secretary.

After due consideration, the following nominees have been selected and their names posted on the bulletin boards as provided for in Article VIII—Nominations and Elections—of the By-Laws:

President, G. B. J. Frauley; Vice President, E. A. Brown; Treasurer, Marion Cales; Secretary, Rose Eidelsberg. Board of Governors, Sam Dembow, Vincent Trotta, Lou Diamond, Sara Lyons, Alice Blunt.

The letter was signed by the Nominating Committee. It is almost needless to add that Eugene J. Zukor remains on the Board of Governors as permanent chairman.

MR. KENT'S THANKS

Monday, July 30th marked the birthday anniversary of Mr. S. R. Kent. The Pep Club, through its President, expressed to Mr. Kent the very warm wishes it felt on such an occasion. Our General Manager's sincere reply is as follows:

Dear Mr. Trotta:

Please accept my sincere thanks for your lovely card and good wishes and be good enough to express to the Paramount Pep Club my appreciation for their sentiments. (sgd.) Sidney R. Kent.

EUROPEWARDS. Walter B. Cokell, accompanied by Mrs. Cokell, sailed on the New Amsterdam two weeks ago for Europe. This is Mr. Cokell's vacation and he and his wife expect to see a very liberal slice of Europe. They will have mighty pleasant recollections of what Paramount's Foreign Department means in all of the cities where Paramount has offices and exchanges.

STOP PRESS. Other Pepsters who have sailed Europewards within the past few days are R. W. Saunders, Comptroller, and Agnes Mengel, of the Purchasing Department. Looks as though we'll be getting out a special European edition of Pep-O-Grams pretty soon.

DICK BLUMENTHAL ILL

Cabled advice was received at Home Office last week to the effect that Dick Blumenthal was ill with a throat infection in the American Hospital in Paris. This news brought deep concern to his legion of friends; but there has since been the reassuring news that he is well on the way to recovery, an event undoubtedly hastened by the many cabled messages of sympathy and good cheer which flashed eastward.

SNAPSHOTS. Catherine Kent, secretary to both Edward A. Brown and the Paramount Pep Club, is back from vacation with a coat of tan and a sheaf of snapshots. Acting on a hot tip Pep-O-Grams endeavored to secure the snapshots for publication. The fact that they have not been published should be almost as good amitem as if they had been.

THREE MAJOR ACTS OF "THE WHOLE SHOW"



Above is a composograph of three Pep Club members who are leading their forces in one of the greatest gestures of Paramount supremacy in all the history of our organization. They are John Hammell, George Schaefer and John Clark, each of whom has charge of a mighty division. John Clark heads the Walloping Whoopee Westerners, John Hammell heads the Milling, Manhandling Midwesterners, and George Schaefer heads the Exuberant, Exacting Easterners. And what these three fighters, and their gang of power-plus Paramounteers is doing, is everybody's business!

12th FLOOR QUIP-O-GRAMS (By A. W.)

The Sales Statistical Department welcomes its new member, Ethel O'Gara.....
Back from happily spent vacations have come Jean Cadger and Mae Strup. After two weeks of facial sadness Mortimer has recovered his smile.....We are thinking of installing a soap-box in the Contract Department—Adelaide Donahue is surely a one hundred percent campaigner for Al Smith for President.... May Weisburger has earned promotion from the contract files to the position of an entry clerk. We all wish for her continued success...... Willie Gold has one blond reason to account for his early arrival at his desk these mornings. The story is shady enough now. But it'll probably be a different story by winter time.

PEP-O-GRAMS IN THE JUNGLE

Out of the heart of the darkest jungle in the world there stepped, last month, the two intrepid young men who made "Chang." They brought with them from the jungle the negative of a new and mightier film epic; and they brought with them also a rather complete knowledge of all of the Paramount-Pep Club's activities during the past year. You see, they had been receiving their regular supplies of film and other materials through Palmer H. Stilson's Traffic Department, and Owen McClave, who actually superintended the packing, saw to it that a copy of every issue of Pep-O-Grams was included.

There are two ways of managing a wife. One is to let her do the managing, and nobody has discovered the other way yet.

E. E. SHAUER AND FRANK MEYER SAIL FOR EUROPE

Paramount's general manager of the foreign department, and its general purchasing manager and assistant secretary, left for Europe on the Aquitania on August 1st. Mr. Shauer is engaged in making his annual survey of the motion picture industry abroad. Mr. Meyer is in Europe on business of very great importance to the organization. In Paris they will hold grand reunion with two very popular Pepsters — Melville A. Shauer and Dick Blumenthal. It is expected that the travelers will be away about five weeks in all, returning to New York early in September, by the same steamer, and if there's a transatlantic steamer, entitled to be named the S. S. Paramount it is the giant Cunarder Aquitania.

PEP-O-GRAMS TO BE EQUIPPED WITH SOUND EFFECTS

One of the surprise announcements of the thunderous month of July came from Vice President Joe Sweeney, who announced that in keeping with the progressive policy of Paramount and Publix, the official organ of the Paramount-Pep Club, Pep-O-Grams by name, would henceforth appear with sound effects and other synchronization ideas.

"What," said Mr. Sweeney, "is the use of having something which we refer to as a house organ, without its having sound? Do you go to the Paramount Theatre to merely watch Jesse Crawford sitting at the console? Or do you go there to hear the sound from the organ?"

Mr. Sweeney had a lot of other shrewd observations to offer. But, more than these, he had a lot of excellent suggestions as to why Pep-O-Grams should be equipped with sound and talking sequences. The talking sequences will serve excellently for the ballyhoo which is set up monthly for the purpose of inviting, begging, beseeching and imploring contributions. It will serve, too, for the very excellent purpose of reminding members about their dues, and thus save the hours and days of time now spent in pursuit of the adhesive dollar, stuck to the pockets and purses of the unwilling payers. The sound sequences will serve as excellent indicators of the typographical errors which always manage to escape the editor's attention, and will thus rob the discoverers of these errors of the joy of racing around

Though this development of adding sound and dialogue to Pep-O-Grams is only in the nebulous stage—and it is problematical whether it will advance farther—there still remains the fact that if Pep-O-Grams is to

broadcasting their discoveries.



E. E. Shauer

VACATIONS*

Some one has said that the purpose of a vacation is to give the boss an opportunity to learn that you are not indispensable—that somehow or other the business gets along without you.

gets along without you.

Hence, if there's even a grain of truth in the assertion, your absence is in competition with you—when you get back it's up to you to prove that you're an asset of

the first water. But how?

Well, when you're on vacation forget the job, forget its joys and its troubles and recreate, which means what it says—re-create. Re-create your enthusiasm, your vim, your optimism, re-create your determination to do your job as well as you can do it; re-create your interest in your job and your loyalty to the firm that employs you.

Pack your vacation full of healthful fun and sport; let it dominate your thought and attention an hundred per cent; then, when it is over, give the same amount of attention to the job that you gave to vacation the same enthusiasm, the same interest.

the same enthusiasm, the same interest.

And the boss will know that, although
the business runs without you, it runs bet-

ter with you—a whole lot better.

* Reprinted from every house organ in the civilized world.

AD SALES SAILING MERRILY ALONG WITH GOOD TRADE WINDS

James A. Clark—although nobody would think of calling him anything but Jim Clark—has made a great success of his new job of Manager of the Domestic Ad Sales Department. This was instanced in the "Hundred Percenter" Contest which has just concluded: and it is prophesied in even stouter fashion by the plans of Jim's department for the current "Whole Show" Contest.

be synchronized, then maybe something can be done about synchronizing its date of appearance with the day when it is actually supposed to appear.

Meanwhile—and unless provoked—nothing further will be heard about this matter.

JEST FOR FUN

"Brush yo' off?" asked the porter, as the

train pulled into the station.

"Brush me off if you want to, but I'm opposed to tipping," said the matter-of-iact traveler.

"Well, sah," said the porter, "yo' clothes aren't nearly as dusty as Ah thought they -Christian Science Monitor. was.

Newlywed: "I insured my life for ten thousand dollars today.

His Bride: "Goody! Now you won't have to see the doctor about your cough.'

Kind Friend: "I'll give you a penny for a kiss, Elizabeth.'

Bright Kid: "No, thank you! I can earn more takin' cod-liver oil."—Life.

"Mama and Papa think we ought to wait at least a mouth before getting married. Aw, I hate these long engagements.

"So do I—but we have to give them enough time to find a larger apartment."-Life.

A colored preacher down South was trying to explain the fury of hell to his congregation.

"You all is seen molten iron runnin' out frum a furnace, ain't you?" he asked.

The congregation said it had.

the preacher continued, "dey uses "Well," dat stuff fo' ice-cream in de place what I'm talkin' 'bout."—New York Evening World.

A young married woman who was learning to drive a car became somewhat confused over the details and exclaimed: "But how can I think of what to do?"

"Oh, just imagine that your husband is driving," was the instructor's rejoinder.

"So you're a salesman, are you? What do you sell?"
"Salt."

"I'm a salt seller, too."

"Shake!"

But the Malady Lingers On

" So you had an operation. What for?" "Three hundred dollars."

"No, no. I mean what did the doctors take out of vou?"

"Three hundred dollars."

"You don't get me. What did you have?"

"Three hundred dollars."

"Oh, I see. I was just wondering."

A colored woman went to buy a collar for her husband.

"What size?" asked the shop assistant.
"I done forgot," replied the woman, "but I can jes' manage to reach aroun' his throat wif my bofe hands.'

CORRECTION. Last month we inadvertently mentioned John W. Fingerlin as being manager of the Home Office Distribution department. This should have read 'Home Office Production Department.

Parson George: "And which of all the parables do you like the best, my boy?

Johnny: "The one where somebody loafs and fishes."—Culled.

WISDOM WITHOUT TEARS

It used to be chivalry that prompted men to give women drivers the right of way; now it's common sense.

The trout season is open. Deep in his crypt Ananias stirs uneasily.

If woman's intuition is so wonderful, then why does she ask so many questions?

If you want to find out how short three months is, sign a note for 90 days.

Selling only what's asked for is like shooting at a decoy-it's a sure thing but there's no sport in it.

"He who would climb a tree must grasp its branches—not the blossoms."

Husband and wife should not find fault with each other; leave it for the relatives of each to pick you to pieces.

Watching my friends convinces me that the man with \$1000 never hesitates these days about what kind of a car to buy. He always buys a \$2000 one.

To a really big man authority never means more than responsibility.

NOT PRESENT THIS ISSUE

Your old friend Wit-Snapper, introduced last issue, is unavoidably absent from this issue. He is engaged in the task of making a series of drawings of the homes of those individuals who throw cigarette butts in the corridors, scatter paper and clips indiscriminately, and in less pleasanter ways prove themselves to be the possessors of unenviable manners.

IRONICS

By Frank Irving Fletcher in the New York Herald-Tribune

So many people nowadays are aiming to be something they are not, that one has only to be himself to be exceptional.

The best way to be different is to be natural.

SOUND FILMS. "What is all of this talk about linking sound and dialogue with Paramount Pictures?" says Sara Lyons. "Why, every Paramount Picture I can remember has had linked with it the tinkling of telephone bells, the rumble of film cans and the voices of Dick Blumenthal, George Weltner, John Ojerholm, Arthur Bell, Willie Basch and a score of others calling out 'What about that print?'"

SEEN AND HEARD BY THE REPORTING ROVER

Quite a lot of things. Pep's accredited reporters passing by logical news items just as though nothing was happening.... Sara Lyons, Sylvia Blaustein, Leon Savell, George Weltner and many other worthy workers eating at least two meals a day in the Childs cafeteria in the Paramount basement Helen Goering, of the Foreign Traffic Department saying farewells and receiving congratulations when leaving to be married to William Fass of the same department.... Lawrence Bailey still tactfully and smilingly meeting the thousand impossible, and one possible, requests every day....Lewis F. Nathan, official photographer to the Club and to the Paramount organization, proving that there are thirty-six hours to a day and that a vacation is only a myth....Ora C. Bowlds of the Cashiers' Department cheerfully engaged in her daily task of phoning the several score of Pepsters who owe her department money and who seem to think that forgetfulness constitutes payment Tess Sternberger acquiring the ramifications of the Production Department with which to replace her former knowledge of Foreign Department activities....Sydelle Newman asking for a timetable of the Queensboro subway trains to Washington Avenue, Astoria... John W. Butler rediscovering Astoria with the same kind of zest displayed by a New Yorker who comes home after a half century in Labrador Everybody who has been on vacation tirelessly telling the tale of trout, tramping, tarpon and eteetera to those poor unfortunates whose vacation time has not yet come, or who are too busy

THE ELUSIVE DOLLAR IS AGAIN BEING SOUGHT

August first witnessed the commencement of the distribution of the new Pep Club membership cards. And when these cards start going out, the logical thing is that the dollar dues should commence rolling in in like proportion. But do they? Echo answers "no". Chasing those single dollar bills is one of the toughest assignments in history. Ask Membership Committee Chairman Bill Goldstein! That's why we're asking you to help him out over the final quarter of the present administration. Normally, and rationally, the eollection of the dollars should be completed in a month. The average time, though, works out at about three months. That's a pretty sour reflection on those members who hang onto their dollar bills with a tenacity which puts chewing gum on a earpet to shame.

Let's see if a record for prompt paying cannot be established this quarter. Pay up speedily and with a smile—and your eonscience won't even get the chance to bother you.

IT'S TIME YOU KNEW THE PARAMOUNT TOWER'S FREE

Any Paramount Pep Club member who hasn't been to the observatoin tower atop the Paramount Building should be henceforth slated for a mirof the grandest panorama views in all the world—and it is free, perfectly free, to every Paramount Pep Club member. If by any chance you haven't seen this view, please permit yourself to be reminded right now that Office Manager McLoughlin has the tickets.

to take time off..... S. R. Kent, Emanuel Cohen, Lou Diamond, Eugene Zukor, Dr. Stern, Sam Katz and several other Paramounteers being accorded a magnificent display in the rotogravure section of the New York Herald-Tribune on the occasion of a farewell dinner to Commander Byrd A Special Reporter, purposely unnamed, gathering quaint items of material and snapshots the victims would like to suppress, for the next anniversary number of Pep-O-Grams......Jerry Novat has been vacationing: that is why You were not mentioned in this issue......Helen Swayne has been named as "Lady Lindbergh" by some admirers..... Eddie Schellhorn back in the Foreign Publicity Department after a long bout with pneumonia.....Al Adams telling of the manifold advantages of his ringside at the Tunney-Heeney serap, but omitting to mention that it was his dazzling tie, and not Tunney's fist, that blinded the New Zealander in the eighth round.

NCMINATING COMMITTEE MEMBER



Sylvia Chock

Due to the generally regretted inability, through pressure of business, of Mrs. Jane Stubbs to serve on the nominating committee for the election of new officers of the Club, Miss Sylvia Chock was appointed by President Vincent Trotta in her

sylvia Chock place. Miss Chock is also a member of Publix Theatres Corporation. The result of her selections, in company with the other members of the Nominating Committee, will be found elsewhere.

TRAFFIC DEPARTMENT CHANGES

General Traffic Manager Palmer Hall Stilson announces the following changes in the personnel of his department: Owen McClave takes over the supervision of drawbacks in place of Helen Goering, resigned; Frank S. Schreiber replaces McClave in charge of Ad Sales distribution; Luigi Savorese has been appointed junior clerk and messenger. Congratulations!

PICTURES TO HAVE SOUND AS WELL AS SEX APPEAL

Below is the conclusion of George W Weeks' article on the alliance of sound with Paramount-Christie Comedies which was published last month. Since the appearance of this article we have had the privilege of listening to, as well as seeing, the first of the Synchronized Comedies, and sincerely state that the picture is all that is claimed of it in the article.

The reproduction of the Vitaphone method is as follows: The discs are set up on turn-tables situated in the projection booth. These turntables are hooked up to the projection machine and their revolutions are so timed as to match the speed of the projector. This is necessary because the records they carry are synchronized to the extent that an eyepiercing shreik on the screen is given voice by the graceds, simplifying the property of the street of the st

piercing shreik on the screen is given voice by the records simultaneously—you see and hear it at the same time. As the records revolve the sound is emit-ted from the diaphragm and carried, by means of wires, first to an amplifying device and thence to loud speakers situated back stage in the theatre, the same as those used in reproducing Movietone recordings, where it is broadcast

it is broadcast.

These, in essence, are the sound recording and reproducing methods, employed by the majority of film companies who will give you

majority of film companies who will give you sound with pictures in the future.

But to get back to our plans. Do you not think it will make for better entertainment if you are able to hear Bobby Vernon being bawled out by his future "father-in-law?" Will you not have more sympathy for Billy Dooley if you hear the culprit's club meet the cranium of the Goofy Gob?

We will not, however, subjugate story to hokum. Christie Comedies never depend upon slapstick as the only bid for audience laughter. They have always been recognized as containing story value as well as hokum highlights. Therefore, in addition to hearing the pies in the air, the plunk of the club, and the swish as a body falls into the water, you also will hear, instead of seeing on the screen. Al Martin's wise-cracking titles.

ANOTHER PEP-ORGAN

We have just caught up with the July 17th issue of the "Rivoli Spotlight," issued by the Rivoli Service Club of the Rivoli Theatre. It is a twelve-page mimeograph publication and it is a mighty commendable piece of work. Contributions from the entire staff, excellent mimeegraph illustrations and snappy cartoons and some genuinely fine articles make "The Rivoli Spotlight" one of the brightest of all the Paramount publications. F. X. Kelly, C. Mc-Knistry, A. B. Kaye, F. Z. Moynahan and L. Pressler appear as the editorial staff.

SYMPATHY. The Paramount Pep Club sorrows with Loretta Tighe, of the Insurance Department who lost her greatest friend, Her Mother, on July 9th.

MISSING "BRIDGE." Mr. Leroy Furman asks that a note be inserted as a reminder to the friend who borrowed from him a copy of "The Bridge of San Luis Rey," and to tell the friend that the return of the book would be heartily appreciated.

ONE YEAR FOR "WINGS"

many Paramounteers are proudfully aware of the fact that August 12th signalized the start of the second year of "Wings" at the Criterion Theatre? Yet that is precisely what the day meant; and the fact is surely a wonderful reflection on the ability of A. Griffith Grey, in charge of Paramcunt's Road Show department for his work in making the presentation so attractive a success, and on Blake McVeigh for his ability in keeping, through the press and otherwise, the name and fame of Paramount's epic of the air so consistently before the eyes of the public.

A MESSAGE FROM PARIS FROM MR. LUDVIGH

My Dear Mr. Trotta:

It was certainly very thoughtful of the Parameunt Pep Club to remember our departure, and both Mr. Ludvigh and I appreciated not only the fruit, but also the work of art that accompanied it. We had a wonderfully smooth crossing. Tell the "Pep Gang" we will think of them and thank them for thinking of us. Sincerely,

(sgd.) Elek John Ludvigh.

PRESSURE OF BUSINESS JOE SWEENEY FROM CLUB PRESIDENCY



Joseph Sweeney, Vice President of Paramount-Pep Club, is precluded from nomination for President under the next administration because of extreme pressure of business and additional home responsibilities. A letter to this effect was one of the very first communications received by the Nominating Committee when it commenced its important work of selecting next year's officers. Mr. Sweeney voiced the wish that in the event of his being selected, he would be obliged, despite the great honor paid him, to decline to run for office. Ever-growing responibilities in his work for Publix were advanced as his reason, and those who know Joe's volume of daily work knew just how true a reason it was.

and of course they said they just knew they were going to have the most wonderful time in the world at the Inaugural Dinner. They then went on to speak most eloquently of the candidates for election to the Club's new administration, and commenced laying playful wagers as to whether the Club's membership would register a one hundred percent vote on September 25th There were no wagers laid because both wanted to make the same bet. After that there was an unnatural silence for about three seconds, the Blonde's voice breaking it when she said "Oh, but my dear, have you been down to the new barber shop yet?" And she proceeded on and on with semi-confidential matters Of eourse the Brunette-Who-Wasn't-Always-Ahave no place here. Brunette had her couple of words to say every once in a while. It seemed that she was trying to say something about an airplane ride, but as we didn't catch all of the conversation, and didn't even catch her name, we couldn't add her to the list of air-minded Paramounteers. We did get the idea, though, that if Pep-O-Grams could get just one quarter of all of the potential news items which occur, but are never reported, we would be able to bring it out in five editions a day, every day, and probably pulverize the combined circulations of the New York Times, Women's Wear and one or two other financial sheets. But before we tackle that job let us get the Anniversary Number of Pep-O-Grams out of the way. It's going through the works now, and a lot of important literary people—probable everybody with the exception of George Bernard Shaw, Gene Tunney and Harry Hershfield—have been invited to contribute articles or whatever else their facile pens contrive under the guidance of their nimble brains. We are paying for contributions this year: giving a vear's subscription to Pep-O-Grams to all contributors whose creations reach first of all the linetype machine and later on the editor's proof sheets. After such proof of magnanamity we hope never more to have it said, in disparaging voice, that our home was in the Highlands. And while we're thinking of Europe we are reminded that the Paramount vacationists are flocking home from the Continent. Even in this issue we find news items written from the other side of the Atlantic by Pepsters who have since gotten back, dusted off the desk, and wondered how they were going to pay the light and rent bills with what was left after that Cherbourg tip. (In addition, they had to borrow money to pay taxi fare from Pier 54 in New York City: but they saw Europe—ah, how they saw it!), And when they got back what did they find?—why they found that the good old Two-Can-Live-Cheaper-Than-One Doctrine was even more popular than the Monroe Doctrine, and on every hand and all sides the Pepsters were getting married. June it seems has been deposed by September, possibly because it is said that Canada looks her best in September. That is, if one wants to honeymoon in Canada. We heard two girls talking about this thing in the subway. We didn't see their faces, but we are sure that they must have been Paramount-Pen Club members because each was carrying a copy of The American Mercury, and one of them had a badly dog's-ear-marked copy of Professor Macfadden's "Psychopathic Psychology of Neurotic Neurosis" (at least that's what it looked like through the aroma of hamburger and limburger in the basket of the lady next to our correspondent). Then they started talking about something else before finishing their first subject, and after that something else again, after the manner of girls: and then the destination of our correspondent sidled up against the train and he left, making his way up to the Crossroads of the World, because he had copy to turn in so that Pep-O-Grams might at least startle the natives by appearing on time. There really isn't much to this page beyond an attempt to show you just how life is. It is just what the perfect play should be like—starting in out of nowhere, and dashing off again into nowhere. It is as the words of a popular song say—"We come into this world without asking, and we leave without wanting to go." Stories should be like this, too, and so should those things that



ART EDITORS

Ray Freemantle

Saul Schiavone

Albert Deane Editor

Contributors-

all members of the Sparamount-Sep (Ylub

Paramount Building, N. Y. C.

Vol. 4, No. 11

Sept. 11, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIR-MAN: Lilian Langdon. OFFICIAL PHO-TOGRAPHER: Lewis F. Nathan. PORTERS: Arthur Bell, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Frank Schrieber, Gertrude Volimer, Edward Jones, Marion Herbert, Seymour Shultz, Lilian Stevens, Martin Carroll, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Stranss, Eileen Eady, Estelle Jacobs, Rose Goldstein, Charles Eich, Sydney Cohen.

Elections

The nationwide injunction for every voter to exercise his, or her, privilege in the election of the next President of the United States in November should not be lost on the voters of the Paramount-Pep Club. September 25th is the day set for our voting, and it should be a matter of pride as well as one of personal expression that we register as near to a one hundred percent poll as is humanly possible.

Constitution

At the last general meeting of the Club the Amendments formerly proposed for the strengthening of our Club were approved in overwhelming fashion. However, prior to this event it took a tremendous amount of eajoling and even begging on the part of the Club's officers to have the members make themselves even only superficially acquainted with the contents of the Club's Constitution. Following the eustom of past years, the complete Constitution will be published in next month's Anniversary Number of this magazine. Prepare yourself for another such erisis as the reeent one: appropriate a spare half hour some Sunday during the winter and read the Club's Constitution through. Not only will the reading do you good: it will show you that you belong to an even finer Club than you believed.

TESS KLAUSNER, HEROINE

On a recent Sunday Tess Klaussner, popular member of Paramount's Advertising and Publicity Department, saved the life of a boy at Long Beach. We would have known naught of the details had not one of Tessie's friends 'lifted' from her desk, and loaned to the editor for copying, the following

Dear Miss Klausner:

It is as impossible to express our gratitude, as it is to repay you for whot you have done for us in saving our Paul from the waters of Long Beach.

Your deed is all the more appreciated because you knew and realized fully the danger to yourself when you accomplished it.

So from the bottom of our hearts we simply say thank you, and may you be repaid by a higher power for soving a life.

Your friends, THE KAPLANS, Brooklyn, N. Y.

Contributions

This is practically a last call for material for publication in next month's Anniversary Number of Pep-O-Grams. Due to the size of the magazine, printing must commence much earlier. It's a good issue to have your works published in, as ealls are made for spare eopies during at least the first eight months following publication. Whether you have been circularized or not you are invited to contribute. Almost anything which will interest your nextoffice neighbor at least fifty percent as much as it interests you will be eounted as publishable eopy. So let's have it!—quiekly, pronto and toute suite!

Vacations

The growing list of Pep Club members who are making Europe a vacation ground-as weil as those who flock off to the far reaches of Canada and the middle west—proves that a new era is dawning in the seience of taking vaeations. For years the taking of a vaeation meant going to some heetie center a few miles away, with a lot of aequaintanees and a big percentage of the bustle and elangor associated with the locale of one's place of work. This usually meant two or three weeks of nervous exhaustion, with a subsequent 'eonvalescence' of a week or more back at the office desk and at the eompany's expense. The new order of vaeations, however, is most decisively producing those features which are positively necessary if a vacation is to be at all efficaciouschange of locale for the nerves, change of food for the body, change of faces for the heart and the pursuit of knowledge and in-formation for the mind.



G. B. Judge Frawley for President

Nominees

for election to the Administration of the Paramount - Pep Club

> ELECTIONS September 25, 1928



Edward A. Brown for Vice President



Marion Coles tor Treasurer



Rose Eidelsherg for Secretary

FOR BOARD OF GOVERNORS

5 to be elected



Sam Dembow



Vincent Trotta



Lou Diamond



Sara Lyons



Blunt

Alice R.

Elmer Short

A PRACTICAL WAY TO SEE THE PLACES YOU HAVE AL-WAYS WANTED TO SEE

With the current vacation season almost over, it seems to us a mighty opportune time to make you acquainted with the aims and purposes of the "Save To Travel" Association in order that you might best plan that vacation of vacations for next year. We heard about this Association: we believed that their plan would be a good one for the members of the Paramount-Pep Club to know about. Se we wrote them for a story—a story told in their own words in order that the matter might be stated in the simplest possible fashion. They sent us a story-a darned good story-and you'll find it below.

One word more: if there are any points upon which you need further enlightenment, Miss Scott will be pleased to supply the information, either directly, or through the "Save To Travel" Association.

LET US SAVE TO TRAVEL

"I rather would entreat thy company to see the wonders of the world abroad than, living dully sluggardized at home, wear out thy youth *

-Shakespeare.

In perhaps no profession is the education of travel a greater asset than to the in-dividual connected in any way with the screen and its varied activities. It is the province of the theatre to instruct as well as amuse, and success depends upon the Travel, therefore, with ability to create. its broadening influence, its constant teaching of true values is almost essential to suc-

The only limitation to the accomplishment of our desires is our own earnestness of pur-pose. If we want a thing bad enough we will work until we get it. Perhaps the members of the theatrical profession are in as good a position as any to have tested the truth of this. But it is difficult to have to dig out ways and means when we are confronted with a seeming impassable mountain of obstacles. Like the majority of people, they do lack one very essential thing, and that is available funds. Travel cannot be purchased on the installment plan or on credit.

Realizing the established fact that few people will put aside small sums of money, regularly, unless they have some strong con-trolling interest, and also realizing the vast trolling interest, and also realizing the vast army of people who would and could travel if convenient ways and means for the accumulation of funds were placed at their disposal, a group of progressive travel representatives and bankers formed the Save-to-Travel Association and appropriated a sum of money for the development and fostering of travel consciousness and the further constructive work of devising ways and means for the satisfying of the travel urge. The Association is non-commercial and non-profit-making is non-commercial and non-commerci tion is non-commercial and non-profit-mak-ing, it being supported by the American Railroad and Inland Water Lines, Trans-Atlantic Steamship Lines and Banks.

Association bank membership numbers 3500 at this time. These are located in every part of the United States and Canada, with some few scattered outside the North American continent. Through these member banks facilities are offered for the opening of special accounts into which specific sums may be deposited during the year for the purpose of accumulating necessary travel funds. Among the suggestions given out by the Association is the following:

There are two things necessary to get the greatest benefit from a vacation trip: Intelligent planning and the accumulation of funds.

The first of these is planning your vacation The first of these is planning your vacation ahead. This means practically two vacations; One in anticipation, the other in realization. Begin your planning by listing all the things you would like to do. Begin with the one thing you would like to do most—and which would be of the greatest value to you in your occupation. You will, in all probability place it among the "impossibilites." Perhaps it is this year. But if that is a fact take the next it among the "impossibilites." Perhaps it is this year. But if that is a fact, take the next desire—and the next—until you reach a trip within your means. Accomplish this trip this year with the resolve that next year you will plan for the one next in line. It will be one of the pleasantest surprises of your life to see how quickly you will have accomplish-ed this year's "impossibility." For each ac-complishment will make you of greater value in your work and therefore bring you a greater return in money.

Having reached this point, go to the nearest

Association Member Bank and ask them for information as to costs, necessary time, etc., covering the trip you desire to take. You will also be furnished with literature descriptive of the region you are planning to visit. When your vacation period arrives, having planned ahead, you will be enabled to use your time to the best advantage and see and do all the things you desire in a leisurely, restful way.

restful way.

The facilities of the Save-to-Travel Association are at your disposal. A list of member banks in your community will be sent upon request. There is no charge of any kind to Vacation-Travel Club Members. There are no penalties. The saving account is at all times under your control and the control of your bank, and if, for any reason, it is impossible for you to carry out your plans, you will be the owner of a valuable account. account.

Make out your list of travel desires today!

BUDGET NEWS (By S. S.)

All the members of the Budget Department received cards from Mr. Cokell while he was in England. We trust that his trip has been a profitable and enjoyable one.

While sitting in the shuttle the other day, Eileen Donohue was attracted by the glances of other people to the package on the lap of the man next to her. Being of the opposite sex—and naturally very curious-Eileen could not help but look when she saw, wiggling and squirming, a live fish!! A jump and a skip brought Eileen out of the train just in time for the door closed and the train departed with man and fish, leaving a greatly excited and bewildered Eileen. Poor dear—probably was her first encounter with a real, live fish!

(Continued on Page Six)

EUROPEAN EDITION OF PEP-O-GRAMS

Same Editorial Staff, Janitor and Elevator Attendant as Regular Crossroads of the World Edition

Paris Office: 2 Boulevard des Capucines

E. E. SHAUER SENDS THANKS

CHERBOURG, Aug. 6: The following message has been received here from Mr. E. E. Shauer, general manager of the foreign department of Paramount F a mous Lasky Corporation, for forwarding to Vincent Trotta, president of the Paramount-Pep Club of the same organization: "The wonderful fruit placed on board the Aquitania by you duly received. Thanks to you and the Pep Club for your unfailing thoughtfulness. We are having a fine crossing. (sgd.) E. E. Shauer."

PLEASE KNOW THIS

We are aware of the fact that some of the Pep Club members mentioned on this page have returned from Europe by the time these lines appear. The lapse of more than a month since the last issue of Pep-O-Grams is responsible for this. But the circumstances warranted mention, and the members who read Pep-O-Grams would be the last persons in the world to deny this fact.

GOING AND COMING

Lillian Grossman, secretary to Mr. E. J. Ludvigh, recently returned from a very pleasant vacation spent in Europe.

FRANK MEYER ALSO THANKFUL

NEARING FRANCE, Aug. 6: It is reported that the following message has today been despatched by Frank Meyer, general purchasing manager of Paramount Famous Lasky Corporation, addressed to Vincent Trotta at the Crossroads of the World in New York City: "Dear Trotta—Many thanks to you and the Pep Club for cheering me along. The trip so far is marvelous. Regards to you all. (sgd.) Frank Meyer."

WORD FROM W. B. COKELL

ON BOARD S. S. "NEW AMSTER-DAM, Aug. 3: Mr. Vincent Trotta, President; and Members of the Paramount-Pep Club. Greetings and many thanks conveyed to both of us by radio. I recommend this steamer to the Club for a picnic and would guarantee that each one would gain at least ten pounds because of the delicious food served. Shall look forward to seeing all of you again in a month. Best wishes from Mrs. Cokell and me. (sgd.) W. B. Cokell."

Jack Roper went to Europe for his vacation.

Martin Rosenfeld, of the Foreign Accounting Department, is in Europe on a vacation.

Agnes Mengel was in Europe on a vacation.

SUMMER WEDDINGS SET NEW PARAMOUNT FASHION

The past two weeks have seen a minimum of three additions to the ranks of the benedicts reported to us from within the roster of the Paramount-Pep Club.

Bill Lawrence, of the Real Estate Department, selected August 30th to be henceforth the second most important day in his

Arthur Dunne, of the Accounts Department, chose the month of September for

general preference, and the 3rd of the month for particular preference.

William Fass, of the Traffic Department, says that his second most memorable day will be September 9th. His bride is a former Paramounteer, Helen Goering, and a former member of the Traffic Department.

Pep-O-Grams is mighty happy to pass along to the three happy couples the wholehearted congratulations of the Paramount-Pep Club membership. *

Chinese Thoughts About Women

The patient woman roasts an ox with a burning glass.

The extravagant woman burns a candle in looking for a match.

The foolish, obstinate woman goes to sea in a bandbox.

The cautious woman writes her promises on a slate.

The vulgar, affected woman is a spider attempting to spin silk.

The curious woman would turn a rainbow to see what was on the other side.

-Boston Transcript.

CONVALESCING AT CANNES

"Dick" Blumenthal, writing from the sunlit sands of Cannes, whither he had gone to convalesce from his Paris bout with diphtheria, asks Pep-O-Grams to convey his heartfelt thanks to all of those members who both wrote him and inquired about his health. Cabled reports, supplementing his letter, state that "Dick" has now practically recovered his health and will shortly be back at his desk in the Paramount Theatre, Paris, as assistant to Melville A. Shauer. These reports were further added by the verbal reports of Mr. E. E. Shauer, who arrived back in New York on September 7th in company with Frank Meyer.

SEEN AND HEARD BY THE REPORTING ROVER

This scribe knows most of the Pepsters by sight, but not by name. He thinks it would be great if they had a tag on their desks, or dresses, because then he'd be able to mention quite a lot of things seen and



Lou Diamond

he ard......However, all's well that's not too deep; so let's give you the news that we know....For instance, we want to pay compliment to the work of the Stenographic Department, so ably conducted by Miss I. Korenstein. Located on the sixth floor, slap-bang up against that month-in-month-out drilling on 44th Street, they have a grand standard of

have a grand standard of efficiency, producing work with an expedition which cannot help but please those who have entrusted the work to them....Pursuing our travels we have seen the following items of interest: a couple of Paramounteers seeking passes from Peggy Mahoney, secretary to the Publix publicity director, Russell Moon and being negatived with a charm which makes even a "No" a sheer delight....Lou Diamond, as chairman of the Entertainment Committee, up to his Eyes of the World in the plans for the Inaugural Dinner....William J. O'Connell being assailed with "heap big requests" for files, desks, garages, buildings, islands and even one or two requests for Africa and the western portion of Asia....John B. Nathan saying adieus before sailing for Cuba to assume the post of special representative of the Foreign Department....

Jerry Sussman gladhanding the ad sales boys and bidding them "au'voir" on the occasion of his becoming a member of Mr. Shauer's foreign department....Donald L. Velde telegraphing a stack of Scotch-O-Grams entries to Judge...."Bob" Powers doing his share in the securing of entertainment for the officers and men of H.M.A.S. "Australia" during the ship's recent New York visit....Matilda Kass displaying a very marked and excited interest in a certain heavily-figured section of each and every newspaper.....

BUDGET NEWS (Continued from page 4)
Charlie Schabacker is the banker of the
Department. Whenever the girls need
checks they always go to him—and get them
providing they pay cash for them!

—providing they pay cash for them! Our "sheik," Maurice Frommer, gave the girls a treat when he displayed a picture of himself in a bathing suit. Real nifty,

donchano!

Irving Singer threatened to wear his bathing suit to the office, but luckily decided not to. What a display he would have provided to those who think he's an Apollo!

Ann Graham misses her side kick, Katherine Janz, who is away on her vacation. Don't worry, Ann, she'll be back before you know it.

Nick Devereaux came back from his vacation proudly exhibiting a "ten cent" watch. He had invested the dime in something or other up at Lake George and won the watch, which is now seen at fifteen minute intervals, and is, by the way, the envy of the entire department.

THE INAUGURAL DINNER

In just four short weeks from now, the grand ballroom of the Astor Hotel will again know the sensation which comes from the presence of the thronging Paramount Pepsters, gathered there to pay tribute to one retiring administration of the Club and to acclaim the new administration. October 9th is the night, and in a manner befitting the occasion there will be laid before the members of the Club a sumptuous dinner and a program of unexcelled entertainment. We do not have to rhapsodize on the general excellence of this annual event of the Paramount-Pep Club. It is the Club's birthday anniversary, and is invariably celebrated in a fashion wholly and wholesomely befitting that occasion. With but this one exception—every year the event becomes more sparkling and more spontaneously delightful.

THE ANNIVERSARY ISSUE

To mark the Inaugural Dinner of the Paramount-Pep Club it is the custom of Pep-O-Grams to appear in a considerably enlarged number. This year being no exception, it is herewith announced that the Anniversary Number for this year is now "in the works." A great many well known Paramount writers have been invited to contribute items of technical and general importance, and in every other way possible it is the aim of the editorial staff to make the October 9th issue of Pep-O-Grams the most readable to date.

ITEMS OF INTEREST FOR THOSE WHO THINK, AND WANT TO KNOW By IRENE F. SCOTT,

Chairman of Educational Committee

The Educational Committee desires to call attention to the Columbia University Extension notice posted on the various bulletin boards throughout the building. Bulletins of Fall prospectuses are coming in from the various schools which send us regularly their announcements.

In the files of the Educational Committee there is a bulletin from the Newspaper Institute of America, Inc. which purports for the sum of about \$85.00 to be able to teach newspaper writing, journalism or preparation for short story writing. No one is enrolled in the course without having first passed a written examination and for any one interested it looks as if this might have something to it.

Of course no one can promise absolutely to develop any one into a successful writer. This would be absolutely at the risk of and on the judgment of the club members.

The Building Management advises that the barber shop located in Room 309 in the Paramount Building was re-opened for patronage on Tuesday morning, August 21st. It is under the management of the Ambassador Chain of Barber Shops, fully equipped to render first-class barber shop service, together with beauty parlor service for the benefit of women patrons.

HEADING ELECTION COMMITTEE

Leon M. Savell, chairman of the Rules Committee, and stalwart worker in the interest of the Paramount-Pep Club has been appointed by the Board of Governors to be chairman of the Election Committee for the elections the Election Committee for the elections which are to be held on September 25th, when the administration for the year 1928-1929 will be chosen by the Club's members.

HAIL TO NEW MEMBERS

William Goldstein, Membership Committee Chairman, reports the acceptance to the ranks of membership of the following:

J. K. Brigham, Theodore A. Campo, Marianna Guida, George F. Kelsey, Thomas A. Kilfoil, Ida Levine, L. D. Netter, Rosalind Schiffman, Sadie Silver, Edgar M. Simonis, Adolph B. Stoeffler, Fred Wilber.

CONTRIBUTIONS. The editor has received a number of very excellent contributions which are more of a general and less of a topical nature. These do not appear in the current issue, partly because of the reduction in size of this issue, and partly because the pick of these contributions are being held for the Fourth Anniversary Issue of Pep-O-Grams, published October 9th.

DEEPEST SYMPATHY

The Paramount-Pep Club offers deepest condolences to Helen Winston, of Publix Theatres Corporation, who suffered the loss of her brother.

CHANNEL SWIMMERS NOTE

Just ten blocks north of the Paramount Building it is possible for you to take a glorious swim in the crystal pool of the Park Central Hotel, on 55th Street at Seventh Avenue. Special concessions to Paramount-Pep Club members are encompassed in the club rate tickets, which cost only 75 cents each and are available from Raymond V. Keenan, chairman of the Athletic Committee. That sounds like a pretty good and economical splash

THANKS TO LEON SAVELL



At the last general meeting of the Paramount-Pep Club, held August 14th, a special vote of thanks was passed to Leon Savell, chairman of the Rules Committee. for the indefatigable efforts he displayed in the re-drafting of the Club's Constitu-

Leon Savell

tion. The new Constitution, with the amendments advised jointly by the Club Members, the Board of Governors and the Rules Committee, was approved at the general meeting, and it was following this event that the vote of thanks was passed to Mr. Savell, and the members of his Committee.

FOR GOVERNOR

Elmer R. Short is an additional nominee for election to membership on the Board of Governors at the election on September 25th. This according to petition filed and posted by the Nominating Committee, which petition was duly executed according to the requirements of the Constitution of the Paramount-Pep Club.

DIRIGIBLE TAKES FILM MEN OVER CITY

(Reprinted from The New York Times of August 28th, 1928)

LAKEHURST, N. J., Aug. 27.—The navy dirigible Los Angeles returned to the field here this evening after a training trip which included a flight over New York City. Among those on the ship were Jesse L. Lasky, Sidney R. Kent, Emanuel Cohen and S. H. MacKean of Paramount Famous Lasky Corporation.

ADDITIONS TO LAST MONTH'S LIST OF AIR-MINDED PARAMOUNTEERS

In addition to those additions to our list indicated in the above story, we wish to also add the following:

Donald L. Velde.

Agnes Mengel

SCISSORS AND PASTE

Jerry: "Why did you give up Jane?"

Fill: "Last night I found something about

Jill: "Last night I found something about her I didn't like."

Jerry: "What was it?" Jill: "Jack's arm."

"Did you post my letter, love?"

"Yes, darling, I held it in my hand and dropped it in the first pillar box."

"But, dear, I didn't give you a letter."
—Gemutliche Sachse, Leipzig.

Customer: "You have made a fatal mistake—I asked for quinine and you gave me strychnine."

Chemist (calmly): "Then you owe me two francs."—Moustique, Charleroi.

First Cornet Player: The leading lady scems to have a break in her enunciation tonight.

Second Ditto: You had better keep your eyes on your music.

Prudence—What kind of a tree is that? Ground Keeper—A fig tree, madam.

Prudence—Heavens! I thought the leaves were larger.

Carnegie Tech. Puppet.

KEEP your hands off other folks' brains until you get a good set of your own.

WHY?

HOW is it that you will drop a hot potato because it burns your fingers, yet, with all your mental power, you will hold on to an ugly thought that sears and scars your heart?

Father: "My son, I hear you have been most recalcitrant."

Son: "Be yourself, Pop. You've been doing cross-word puzzles again."—Funny Man.

Paulpry: "You and your wife not hitting it yory well, I understand."

Sourdough: "Not very."

Paulpry: "Then why do you call her angel?" Sourdough: "She's always harping."

--Cleegreeh.

Doctor: "Your husband must have absolute quiet. Here is a sleeping draught."

Wife: "And when do I give it to him?"

Wife: "And when do I give it to him?"

Doctor: "You don't give it to him—you take it yourself."

FLYING OVER EUROPE

Agnes Mengel of the Purchasing Department, and charter member of the Paramount-Pep Club, is back from her European vacation with a wonderful story of a thrilling long distance air trip. She visited many countries and a great many cities, but sincerely believes that the piece de resistance of the vacation was the air voyage from Paris to Stockholm. Miss Mengel visited Paramount offices in many of the cities touched at and reports receiving a hearty welcome in all of them.

THE MAGIC PEBBLE

Rabindranath Tagore, Indian poet and patriot, dangerously ill in Buenos Aires, writes one thing that will last. This is the story shortened:

A man knew that somewhere along the pebbly ocean shore there was one pebble, a touch from which would change iron to gold. Hour after hour he walked, touching pebbles to the iron bracelet on his wrist. But it did not change to gold. On he went, picking up pebbles, dropping them. As the sun was sinking he looked down and saw that he wore a gold bracelet. He had picked up the magic pebble and it had done its work. But for a long time he had worked mechanically, ceasing to pay attention to the bracelet as he touched it. Which of the millions of pebbles behind him possessed the magic power that he sought?

He could not tell. He had held it and thrown it away. The night was falling. It was too late to go back along the dark shore. His chance was gone. And he had held it in his hands. There is a moral in that story for those of us who treat our jobs mechanically, content to "get by." Sooner or later the chance comes. He that fails to pay attention passes the chance and loses it.

You cannot afford to slight any part of your work, for somewhere there is going to be a chance, if you do not miss it when it comes.— Elevator Constructor.

BATS. Frank Maguirc, of the Art Department, and a basebali player who has caught many a fly ball, reports having caught a bat in the northern corridor of the twelfth floor on the morning of Saturday, September 1st. He has offered the creature in proof of his feat, and it now only remains for us to discover from whose belfry the bat escaped.

COURTESY. We have heard so many tributes paid the unfailing courtesy of Mr. J. Coope, in charge of the Information Desk on the eleventh floor, that we simply have to make mention of the fact here. Many of the remarks have been made by out-of-town visitors, who aver that the treatment received when visiting Paramount is in marked contrast with that received in many other business offices in New York.

CARS. Those members whose cars are ailing, unsatisfactory, crotchety or otherwise provocative are urged to take their troubles to Vincent Trotta, president of the Paramount-Pep Club, and a car owner of many years and much experience. He claims to have found a garageman who will fix any car that it is humanly possible to fix.

BACK AGAIN. Although there was no slackening in the cries of "Lawrence my desk is busted" and "Lawrence will you have this door fixed?"—the fact remains that Lawrence Bailey recently had an uncomfortable bout with tonsilitis. This ailment took him from our midst for the space of something more than a week: but he's back again now, peppy as ever, doing his best to be on six floors, and in one hundred offices, all at once.

FOURTH ANNIVERSARY NUMBER



Pep - O - Grams



Everything is what it most truly is when it stands translated into the medium of the greatest understanding by the greatest number of the people.



This applies equally to practically everything that the human mind can name or the human brain create. It applies to little as well as big things: in the strata of human society it applies to the great as well as to the lowly, to the haughty as well as to the humble.

And in this phase of the world's activity which is most peculiarly and particularly our own, it applies to the Paramount Pep Club, and its offshoot of expression through the printed word—Pep-O-Grams.

The Paramount Pep Club is builded of a spirit of Friendliness allied with Cooperation and the blending of the several other ideals which are directed towards the progress and everlasting prestige of our Paramount organization. Beyond this we need not go in our analysis: we who are of the Paramount Pep Club know it as we know our own minds and our own plans.

But every month there come into the ranks of the Club's membership new names and new personalities. Their urge to join the Club is natural through their knowledge of its ideals and a desire to share in them. It is fitting, therefore, that they should know that it is the aim and policy of Pep-O-Grams, official organ of the Club, to translate those ideals to print, in words that all may understand, and in a manner permitting the progress of the Club to be preserved for posterity.

This ideal the editor has sought faithfully to follow during his fifteen months at the editorial helm. In doing it he has sought to have more and more members contribute to its columns items of news, articles which carried happy and progressive thoughts: and he has furthermore sought to spread to the vast membership of the Club a germ of the idea of what actually constitutes news for the mass as distinguished from what is news (and not always nice news) for the isolated few. He has had a vast amount of pleasure in this work, because it has not only been carried out in the interests of the Paramount Pep Club, but it has given him just that modicum of insight into human nature which makes an editor relish his job before he gets to that stage where routine turns him into a crotchety, hard-boiled blue-penciler.

For the sake of the Club variety is good at the editorial helm. The present incumbent steps from the post to the unblemished joy of looking at an issue that he hadn't become overly familiar with before it left the press.



For the newcomer to the post your consistent support in the manner of contributions will be far more of a gesture of congratulation than would be any words of the retiring editor.

For when all is said and done—The Paramount Pep Club IS a Clan of Good Fellows!





ART EDITORS

Charles Ross Charles Stroebel Frank Macguire

Albert DeaneEditor
Contributing Editors—
all members of the

Garamount-Gep Club

Paramount Building, N. Y. C.

Vol. 4, No. 12

October 18, 1928

Pep Club Reporting Committee

CHAIRMAN: Jerry Novat. VICE-CHAIRMAN: Lilian Langdon. OF-FICIAL PHOTOGRAPHER: Lewis F. Nathan. REPORTERS: Arthur Bell, Maxine Kessler, William Gold, Florence Monson, Rose Eidelsberg, Frank Schrieber, Gertrude Vollmer, Edward Jones, Marion Herbert, Seymour Shultz, Lilian Stevens, Martin Carroll, Rose Goldstein, Ruth Johnson, Mary Levine, Henry Spiegel, Helen Strauss, Eileen Eady, Estelle Jacobs, Charles Eich, Sydney Cohen.

OUR NEW ADMINISTRATION

Probably the greatest obligation which we as members of the Paramount-Pep Club incur each year, is that of hailing the new Administration with a fair and open mind, a deep sense of loyalty and a pledge of confidence in the plans and ideals of the new officers.

The new Administration represents the majority preference of the Club's members. And, having elected to decide such matters by majority rule, the election result should automatically swing every member, irrespective of his or her vote, into a solid unit of confidence in the newly chosen Club's leaders. Though we may have preferences before the election, the result of the election should itself resolve into a solid one hundred percent preference on the part of the members.

Tonight our new officers are officially appointed to office. Tonight they will express something of their aims on behalf of the Club, something of the plans they have formulated for the coming year. Tonight is unqualifiedly the best time of all for the members—personally, individually and most of all collectively—to take unto themselves the conviction that they are solidly for the new Administration, for the Club, and for the highly esteemed ideals of Service, Friendship and Welfare which both stand for.

CURTAIN

Tonight the glamorous achievements of another Administration of the Paramount-Pep Club pass into the book of history. Tonight these achievements will receive merited laudation in the addresses of the Company's officials. There is no place here for other than a forecast of this happy event: but this forecast is made with a degree of certainty which is matched only by the splendid nature of the subject inspiring it.

We therefore entrust to the next issue of this magazine the happy and important mission of treating this phase of tonight's activities with the respect and prominence it so justly deserves.

HISTORY

As "history" was written in the article just above, there came to mind the fact that each issue of Pep-O-Grams writes its share of the history of the advancement of both the Paramount and Publix organizations. It is therefore plain to follow that if your name appears in these columns in association with an event or an achievement of merit, it, too, has gone into history. The present is as good a time as any to resolve that the coming year will find represented in these columns not only your own name, but your own accounts of the achievements of those members you personally know to be too modest to record them.

FRAWLEY OUR PRESIDENT

Election Also Makes E. A. Brown, Vice President; Marion Coles, Treasurer and Rose Eidelsberg, Secretary

The overwhelming verdict of the voters of the Paramount-Pep Club at the election on September 25th, was that Gilbert B. J. Frawley should be President of the Club for the year 1928-1929. It was also their expression of opinion that the Vice President should be Edward A. Brown, the Treasurer should be Marion Coles, and the Secretary Rose Eidelsberg.

The voting for the new Governors required by the constitution brought into office Sam Dembow, Lou Diamond, Vincent Trotta, Sara Lyons and Alice Blunt.

We hail the advent of these deserving Pepsters with all of the eclat which this recognition of their service to the Club merits. We pledge them in advance our full and undivided support; and we confidently look to them for that advancement in the Club's activities which a new year rightly forecasts.

PARAMOUNT-PEP CLUB, INC. ADMINISTRATION 1928—1929

President G. B. J. FRAWLEY Vice President EDWARD A. BROWN

Treasurer ROSE EIDELSBERG

Secretary MARION COLES

Board of Governors EUGENE J. ZUKOR (Honorary Chairman)

VINCENT TROTTA SAM DEMBOW SARA LYONS LOU S. DIAMOND ALICE BLUNT

JOSEPH P. McLOUGHLIN CHALMERS S. TRAW REBEKAH SHUMAN JOSEPH R. WOOD WILLIAM S. McILVAIN

ANOTHER SYMBOL OF PARAMOUNT PRE-EMINENCE OPENING NEXT MONTH

November 25th has had a special mark against it on a lot of calendars for a long while. This date is to be another milestone in Paramount history, because it marks the day scheduled for the opening of the magnificent new Brooklyn Paramount Theatre. This support house at the interrection of Electron. superb house, at the intersection of Flatbush and De Kalb Avenues, Brooklyn, is to be a worthy counterpart of the Paramount at the Crossroads of the World, and like it there will also be twenty to the control of the counterpart of the Paramount at the Crossroads of the World, and like it there will also be towering over it a magnificent building housing wonderful office suites.

Those of our members who have precious pasteboards to the opening are indeed fortunate: but whether we are there or not, the entire membership of the Paramount-Pep Club will indeed gain a real kick merely from

the action of wishing the lavish new theatre the complete measure of success it merits.

FINAL MEETING OF 1927-1928 ADMINISTRATION

Last Tuesday afternoon the final general meeting of the past year's administration of the Paramount-Pep Club was held on the eleventh floor of the Paramount Building under the chairmanship of President Trotta. At der the chairmanship of President Trotta. At this meeting the principal item of business consisted of the announcing of the plans for the grand event which you are participating in this evening, and of installing the new Secretary, Treasurer and members of the Board of Governors.

Prior to the meeting, President Trotta entertained the Club's Executive Cabinet at a luncheon at the Piccadilly Hotel, at which he sincerely thanked the chairmen of the various committees for their unwavering support during his administration.

PEP-O-GRAMS PageThree

To-Night OCTOBER Eighteenth 1 9 2 8

It was the intention of the Entertainment Committee to endeavor to give you on this page a fairly accurate forecast of the network of entertainment gathered in for your enjoyment this evening. This intention was voided by the insistence of the editor of the publication that printers must at least have some time wherein to turn out a book with other than blank pages. So time was called on copy just about a week ago, before any plans could be definitely finalised.

But we do know—and can tell you at least a little in advance of the start of affairs—that you are going to see a grand show. Publix

Theatres Corporation is staging the affair, with the entertainment personally directed by Jack Partington (whose Publix unit shows are ways winners). Ben Black, who is master of ceremonies at the Paramount Theatre, will officiate in a similar capacity for us, and he certainly knows how to

jolly along the entertainment and keep his performers stepping and pepping.

In addition to all of this there will be some genuine surprises. Some of Filmland's foremost personalities are in town, and will be along in person some time during the evening. We won't say who they are, but when you see them—whoopee!

Further to telling you all of this, we can also at this juncture introduce you to the food you are going to have served you during the evening, and even if you lose your souvenir menu—which heaven forbid you don't—you will have some

compensation in knowing that the names of the luscious viands are preserved to posterity on this page.

And now that you know all of these things, it's up to you to go out and have a truly wonderful time in a truly Paramount-Pep Club fashion. have For you folks the and entertaint h e ment to have it

with.

MENU

Dinner, Thursday, Oct. 18th

Canapés Norvégiènne

Gumbo Southern Style Celery Salted Nuts Olives

Filet of English Turbot à la Scott

Braised Sweetbreads Forestière Fresh Mushrooms Sauté Asparagus Tips Polonaise

Roast Long Island Duckling Américaine Sage Dressing Sweet Potato Croquettes Apple Sauce

> Fruit Salad Astor Genoise Glacée Paramount Petits Fours Friandises

PEP·O·GRAMS
Page Four

Corporate History

of the

Paramount-Pep Club

Incorporated

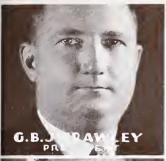
The Club Power Club Our

THE true club is an organization of men and women, knit together by the ideals of friendship, loyalty, purpose and a common desire for unselfish service. Basically it is endowed with equality, its members ranking on a common level, yet with certain qualified from among them selected and elected for the purpose of expressing the ideas and plans of the mass, and of carrying projects and activities forward to fruition.

Such a club is the Paramount-Pep Club, wherein, primarily, there are no distinctions of officers and members: wherein, quite truthfully, the members are the officers, and the officers the members. Still, as we have pointed out, there must be those whose qualifications and activities select them as the instruments of the Club's progress; and it is these Pepsters who thereby have earned the distinction which singles them out for especial mention in this portion of the Anniversary Issue of Pep-O-Grams.

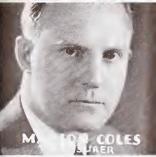
However, since it is the aim of this special Corporate History of the Club Section to fittingly typify the Club in all of its ramifications, it will be found that the section deals not only with officers, past and present, committees and much else of such a nature, but also gives the entire Club Membership, and the new Club Constitution which has been voted as nearly perfect as the Club's requirements demand it shall be.

Here, then, in one section will be found grouped the aggregate of 'Club Power' which has made our Paramount-Pep Club the great factor for good in our Paramount Organization's progress that we so sincerely know it to have been.



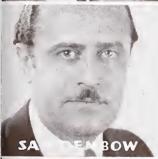






THE NEW ADMIN-ISTRATION OFFICERS AND GOVERNORS ELECTED SEPT. 25, 1928.





















Be It Resolved That—

Resolutions presented by Mr. Leon Savell, and unanimously adopted at the Annual Meeting, October 18th, 1928

WHEREAS Mr. Joseph Sweeney has been succeeded as VICE-PRESIDENT of the PARAMOUNT PEP CLUB. INC. : and

WHEREAS, during his term of office he gave his services freely, and performed the work effi-

WHEREAS, during his term of once he gave his services freely; and perfectly; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and, in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

Mr. Arthur Leonard has been succeeded as TREASURER of the PARAMOUNT WHEREAS. PEP CLUB, INC.; and

WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further

RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

 \triangle Δ Λ REAS, Miss Catherine Kent has been succeeded as SECRETARY of the PARAMOUNT PEP CLUB, INC.; and WHEREAS.

PEP CLUB, INC.; and
WHEREAS, during her term of office she gave her services freely, and performed her work efficiently; now therefore, be it
RESOLVED: that the PARAMOUNT PEP CLUB. INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further
RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

REAS, Mr. Eugene J. Zukor has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and WHEREAS.

WHEREAS, during his term of office he gave his services freely, and performed his work effi-ciently; now therefore, be it

RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further

RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Mr. E. A. Brown has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and

WHEREAS, during his term of office he gave his services freely, and performed his work effi-ciently; now therefore, be it

RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Miss Belle Goldstein has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and

WHEREAS, during her term of office she gave her services freely, and performed her work efficiently; now therefore, be it

RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

WHEREAS, Mr. P. H. Stilson has been succeeded as a MEMBER of the BOARD OF GOVER-NORS of the PARAMOUNT PEP CLUB, INC.; and

WHEREAS, during his term of office he gave his services freely, and performed his work efficiently; now therefore, be it

RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services he has given; and in this manner, expresses its deep appreciation; and be it further RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also

that a copy of this resolution, suitably inscribed, be presented to him.

WHEREAS, Miss Sadie Spitzer has been succeeded as a MEMBER of the BOARD OF GOVERNORS of the PARAMOUNT PEP CLUB, INC.; and WHEREAS, during her term of office she gave her services freely, and performed her work effi-

ciently; now therefore, be it RESOLVED: that the PARAMOUNT PEP CLUB, INC., is sincerely grateful for the services she has given; and in this manner, expresses its deep appreciation; and be it further

RESOLVED: that a copy of this resolution be spread upon the minutes of the Club and also that a copy of this resolution, suitably inscribed, be presented to her.

> EUGENE J. ZUKOR, Chairman of Board

THOROMOTHOROMOTHOMOTHOMOTHOMOTHOMOTHOM

VINCENT TROTTA, President

CATHERINE KENT, Secretary

THE 1927-1928 ADMINISTRATION



EUGENE J. ZUKOR CHAIRMAN, BOARD OF GOVERNORS



VINCENT TROTTA



ARTHUR LEONARD



JOSEPH SWEENEY



CATHERINE KENT

BOARD OF GOVERNORS-



JOSEPH McLOUGHLIN



BELLE



PALMER H.



CHALMERS S.



JOSEPH R.



ARTHUR



SADIE



EDWARD A BROWN



REBEKAH



WILLIAM
MCILVAIN

PEP-O-GRAMS Page Nine

Committee of 1927 - 1928

In presenting the grand galaxy of Paramount pep, punch and purposefulness on the opposite page we are first of all compelled by circumstances which we have under control to make mention of the fact that on the set day appointed for the taking of the numerous photographs of the committees, certain individual members were absent, away and in other words not present. These Pepsters will therefore be listed in the line-up tallies given below as "missing." The word will be used in this sense only, neither more nor less than that, which of course is precisely as it should be. (Note: Where not otherwise mentioned, all readings will be from left to right.)

(A) MEMBERSHIP COMMITTEE. Front row: Esther Jablow, Syd. Hacker, William Goldstein (Chairman), Bert Adler, Margaret M. Cox, Marguerite Stolfi. Back row: Francis Finan, Ed. Jones, William Hecht, Edward C. Coope, Harold Joffe. Missing Charles Lomax, Dan O'Neill, Seymour Schultz, Edward Nagle.

(B) NOMINATING COMMITTEE. Front row: Sylvia Chock, Fred L. Metzler (Chairman), Aldyth Reichenbach. Back row: Carl H. Clausen, Theodore C.

Young.

(C) REPERTORIAL COMMITTEE. Front row: Rose Goldstein, Florence Monson, Estelle Jacobs, Maxine Kessler, Mary Levine, Eileen Eady, Ethel Langdon, Lillian Stevens. Back row: Richard Engel, Arthur Bell, Henry Spiegel, Jerry Novat (Chairman), Frank Schreiber, Charles Eich, William Gold. Missing: Rose Eidelsberg, Marion Herbert, Seymour Schultz, Martin Carroll, Helen Strauss, Sydney Cohen.

(D) FINANCE COMMITTEE. Front row: Edward Corcoran, Joseph Walsh (Chairman). Back row: Joseph Plunkett, Cyril Valentine. Missing: David

Cassidy.

(E) COOPERATIVE BUYING COMMITTEE. Teddy DeBoer, Doris Meyer, Joseph Philipson (Chairman).

(F) THRIFT COMMITTEE. Front row: Walter Cokell (Chairman), Joseph J.

Doughney. Back row: Russell Holman. Missing: A. J. Ludwig.

- (G) BULLETIN COMMITTEE. Front row: Francis Finan (Chairman), Edwin Haley, John Cronan. Back row: Thomas O'Shannon, John Frobisher, Edward C. Coope. Missing: Charles Lomax.
- (H) RULES COMMITTEE. Front row: J. J. Wildberg, A. C. Hollis, Sada Snyder, Harry A. Nadel, W. T. Powers. Back row: Leon M. Savell (Chairman). Missing: Robert Powers.
- (I) ENTERTAINMENT COMMITTEE. Front row: James A. Clark, Sally Walton, Lou S. Diamond (Chairman), Joseph R. Wood, Maxine Kessler, William McIlvain. Back row: Carl H. Clausen, George Dublin, Myke Lewis, Leon J. Bamberger. Missing: William J. Clark, Phil H. Keyes.

(J) ART COMMITTEE. Saul Schiavone, Ray Freemantle.

(K) PUBLICITY COMMITTEE. Harold Flavin, (Chairman), Russell B. Moon.

Missing: Alvin A. A. Adams.

- (L) EDUCATIONAL COMMITTEE. Front row: Rebekah Shuman, Helen Swayne, Aldyth Reichenbach. Back row: Walter B. Cokell, Fred L. Metzler. Missing: Irene F. Scott (Chairman), Paul Raibourn.
- (M) ATHLETIC COMMITTEE. Front row: Lewis Burlon, Jack Davis, Josephine Cleary, Henrietta Betchuk, Edna Grady, Edgar Fay, Edward Hinchy. Back row: Martin Hodge, Ray V. Keenan, Joseph L. Macsalka, Ray L. Pratt, Charles Ross. Missing: August A. Harding, Joseph Levaca.

AS WE SAID ABOVE, THE PHOTOGRAPHS OF THESE PEPPY PARAMOUNTEERS WHO HAVE WORKED SO SPLENDIDLY IN THE CLUB'S INTERESTS ARE ON THE OPPOSITE PAGE.

1927~1928 COMMITTEES



Roster of

PAST OFFICERS, MEMBERS

of the Board of Governors

OFFICERS

Year	President	Vice-President
1921-1922	Eugene J. Zukor	Oscar A. Morgan
1922-1923	Eugene J. Zukor	Melville A. Shauer
1923-1924	Melville A. Shauer	Harry A. Nadel
1924-1925	Harry A. Nadel	Palmer Hall Stilson
1925-1926	Palmer IIall Stilson	Vincent Trotta
1926-1927	Joseph P. McLoughlin	Joseph A. Walsh
1927-1928	Vincent Trotta	Joseph Sweeney
Year	Treasurer	Secretary
1921-1922	Edward A. Brown	Belle Goldstein
1922-1923	Edward A. Brown	Bert Wiener
1923-1924	Edward A. Brown	Emma Peters
1924-1925	Joseph A. Walsh	Evelya O'Connell
1925-1926	Arthur J. Dunne	Sally C. McLoughlin
1926-1927	Axel R. Swenson	Helen Strauss
1927-1928	Arthur Leonard	Catherine Kent

BOARD OF GOVERNORS

1921-1922	1922-1925	1923-1924
Richard W. Sauuders*	Harry C. Wylie*	Harry C. Wylie*
Gilbert B. J. Frawley	Gilbert B. J. Frawley	George M. Spidell
Gerald E. Akers	George M. Spidell	Oscar Morgan†
Harry C. H'ylie	Julian Johnson	Gilbert B. J. Frawley
Paul L. Morgan	Paul L. Morgan	Eric C. Norrington†
Agnes F. Mengel	Florence McGovern	Walter B. Cokell‡
Sara Lyons	Elizabeth Hemmer	Daniel F. Hynes
		Marie White†
		Flizabeth Summerlant

Florence McGovern

Sadie Spitzer Belle Goldstein Edward A. Brown

			Tiorence Medovern		
	1924 1925	1925-1926	1926-1927	1927-1928	
	Harry C. Wylie* †	Eugene J. Zukor*	Eugene J. Zukor*	Eugene J. Zukor*	
	Eugene J. Zukor* ‡	Melville A. Shauer	Joseph R. Wood	Joseph P. McLoughli	
	Gilbert B. J. Frawley	Harry A. Nadel	Irene Scott	Joseph R. Wood	
	Daniel F. Hynes	Glendon Allvine	Belle Goldstein	Palmer Hall Stilson	
		Fred, L. Metzler	Palmer H. Stilson	Arthur Dunne	
	Elizabeth Summerlyn	Aques F. Mengel	Sadie Spitzer	Chalmers S. Traw	
	Agnes F. Mengel	Irene Scott	Chalmers S. Traw	William McIlvain	
	Malarilla A Shaver		Glendon Allquinet	Rehebah Shuman	

† Resigned. * Chairman of Board.

‡ Elected to fill vacancy.

Harry Nadel Edward A. Brown Arthur J. Dunne‡

Roster of

PAST COMMITTEE CHAIRMEN of PARAMOUNT-PEP CLUB

COMMITTEE CHAIRMEN

Year	,	Year Book and		Athletic		Co-Operative Buying	
1921-19	922	Ball Program	Gere	erald E. Akers		Seorge M. Spidell	
		orge M. Spidel		rles L. Gar	1	Agnes F. Mengel Harry A. Nadel	
1022 1	021 Ca	ras M Chidal	I Will	iam S Mc	flarain	Bert Wiener	
1924-1	925 Ge	orge M. Spide orge M. Spide	$II \left\{ egin{array}{l} Clair \ Cha \end{array} ight.$	ude B. Kee rles L. Ga	ator rtner	Thomas Walsh	
		rry A. Nadel		ert J. Powe	re	{ Hattie Schlansky } Alice R. Blunt	
1926-1	927 Jose	eph Doughney	Jose	ph Sweene		Bessie Goldsmith	
		vid Cassidy		Pratt† mond V. K		{ Alice Blunt† { Joseph Philipson‡	
Year		Entertainment		Finan	ce	Membership	
1921-19 1922-19		aul L. Morgan ric C. Norring		Norman Co Henry S. J.		William Sussman Arthur J. Dunne	
1923-19	$24 \left\{ egin{array}{l} Je \ Jo \end{array} ight.$	rome Novat seph R. Wood		Palmer H.	Stilson	Jack Roper	
1924-19 1925- 1 9 1926-19	26 Jo	seph P. McLor seph R. Wood 'illiam J. O'C		Axel R. Sv	venson	Henry P. Gray Walter Mackintosh Percy Lockwood	
1927-19	28 Lo	ou S. Diamond		Joseph Wa	lsh	{ Joseph Philipson† { William Goldstein‡	
Year		Publication		Thri	ft	Welfare	
1921-1922 1922-1923 1923-1924 1924-1925 1925-1926 1926-1927	Glena Charl Morto Jay I Maur Adam	es E. McCart. lon Allvine es L. Gartner n B. Blumens M. Shreck ice Henle, Alv ts, Tom Walsh t Deane	R R tock R R in R	obert C. M obert C. M obert C. M obert C. M obert C. M obert C. M	ontgome ontgome ontgome ontgome	ry Florence McGovern ry Tes Aronstamm ry Irene Sullivan ry Dr. Emanuel Stern	
1927-1928		t Deane	H	Valter B. C	okell	Dr. Emanuel Stern	
	Year	Annual F	Reception	Ru	les	Bulletin	
1921-1922 Edward A. Brown 1922-1923 Eric C. Norrington 1923-1924 Palmer H. Stilson 1924-1925 Joseph P. McLoughlin Jack Roper Scott Lett 1925-1926 Joseph R. Wood Jack Roper William Fass 1926-1927 William J. O'Connell Elmer Short W. V. Scully 1927-1928 Lou S. Diamond Leon Savell Francis Finan						William Fass W.V.Scully	
Year Librarian Educational						ral	
1922-1923 Arthur Haupert 1923-1924							
1924-1925 Henry Spiegel 1925-1926							
		1925-1920 1926-1927		Ire	ene F. S	Cott	
		1927-1928		Irene F. Scott			
4 D		A					

‡ Appointed to fill vacancy



F ORMED to promote friendliness, comradeship and loyalty among the employees of the Home Office, the Paramount-Pep Club has achieved its purpose in a way that must be as gratifying to its officers and members as it is pleasing to the executives and officials of this Corporation.

From the time of its inception more than seven years ago the Club has been one of the finest and foremost factors in the progress of the Paramount organization and it is with the deepest sense of gratification and pleasure that I extend to the Club and its members my heartiest best wishes for their continued success.

It is a matter of further merit to note that the Club's Service has not been to the Corporation alone: it has performed—and is performing daily—numerous acts for the material and recreational welfare of its members, and in this way has been of immense practical benefit in increasing the happiness and ambitions of the employees of this Company.

In behalf of the Paramount Famous Lasky Corporation it is my great privilege and pleasure to wish every member of the Club even greater prosperity and happiness during the coming years.

THE STIRRING ANNUAL MESSAGE OF OUR HONORARY PRESIDENT AND LIFE MEMBER.

Wise Words from the Honorary PRESIDENTS of the YICE Paramount Pep Club



"Much of Much of the success of the Paramount Studio Club is directly traceable to the very true and fine inspiration it has gained from the ideals, achievements and personnel of the Paramount-Pep Club at the Crossroads of World." the

Jesse L. Lasky



"The Paramount-Pep Club is of the Company. Its ideals are the ideals of Para-mount. Its meth-ods are the meth-ods of the Com-pany, and it has marched hand-in-hand with the Company to the achievement of those common purposes."

S. R. Kent



"The most subime most sub-lime tribute that can be paid the Paramount-Pep Club on so momentous an occasion as this is to again set forth the fact that this Club has been the inspiration for many other Para-mount Clubs in all of the parts world."

Emil E. Shauer



"It is undeniable that a mighty factor which has contributed tremendously to the progress of our organization ever organization ever since its inception has been the Paramount-Pep Club, than which there is no finer personnel institution anywhere."

E. J. Ludvigh



"Ranking with the greatest in-fluences which united Paramount Famous Lasky Corporation and Publix Theatres Corporation into that common bond of Paramount understanding is the vital inspiration of the Paramount-Pep Club.

Sam Katz



"Paramount Goodwill and the Spirit of the Para-mount-Pep Club are two intangible but incalculably precious assets of the Paramount Famous Lasky Corporation and as such are highly esteemed by the world in general." Ralph Kohn





The Final Glorious and Everlasting Chapter of a Sublime Paramount-Pep Club Gesture—
The Portrait of Mr. Adolph Zukor in the Board Room of Paramount Famous Lasky Corporation.

)\$(





MEMBERSHIP

MEMBERS OF THE PARAMOUNT PEP CLUB, Inc.

Abend, Helen Adams, Alvin Adams, Allan Adler, Bert A. Agro, Joseph V. Alexander, Clarence W. Almvick, Charles A. Anderson, Henry Andrews, G. Darwin Arnold, Robert W. Arnstein, Arnold Arthur, Margaret Asheraft, James M. Aronstamm, Mildred Atwell, Inness D. Atterman, Isidore

Bailey, Ellen Baker, Mamie K.
Baker, Vivian
Ball, Mrs. Ruth M.
Bartone, John A.
Barry, John F. Barry, John F.
Ballance, Harry G.
Balhare, Ena
Bamberger, Leen J.
Bamberger, Leen J.
Banzer, Mrs. Margaret
Barrett, Robert G.
Basch, William
Bauerle, Charles
Behr, Henry D.
Bell, Arthur
Bellucci, John
Belman, Milton
Bender, Madeline
Bennett, Edna
Bennett, Richard
Berg, Gertrude Berger, Edward K. Berger, Eva Berliner, Anna A. Bernstein, Gladys M. Berwald, Arthur M. Betchuk, Henrietta Beute, Christopher A. Beyea, Ernway L. Bjornsen, Eva Black, Ben Blake, Leroy Blakely, Frank H. Blaustein, Sylvia Blakely, Frank H.
Blaustein, Sylvia
Blitzer, Minnie
Blumenthal, Richard M.
Blunt, Alice R.
Borodkin, Maurice
Botsford, Alfred M.
Bourdette, Marguerite
Boutelji, Phil
Bowlds, Miss Ora C.
Boule, Blanche Bray
Boyle, Rose
Brady, Mary M.
Brasher, Ralph E.
Bregman, Molly
Brenia, Alexander
Brennan, Evelyn C. P.
Bressler, George
Briggs, Jeanne E.
Brigham, J. K.
Britt, George W. H.
Broderick, Paul
Brooks, Bernard P.
Brown, Edward A.
Brown, Edward A.
Brown, Edward A.
Brown, Edward A.
Brown, James L.
Brown, Sumes E.
Brown, Sumes E.
Brown, Sumes L.
Brown, Edward A.
Brown, James L.
Brown, Edward A.
Brown, James L.
Brust, Sue
Burdick Frances Brown, James L.
Brust, Sue
Burdick, Frances
Burke, Mae
Burlon, Louis J.
Bush, Rodney
Butler, John W.

Cadger, Jean M.
Caldwell, Ella
Callan, Helen
Cambria, Frank
Campbell, Victor S.
Campo, Theo. A.
Capozzi, Clara E.
Carolan, Marli
Carroll, Martin E.
Carson, Mary A.
Cassidy, David A.
Chereskin, Mildred
Chock, Sylvia
Clark, James A.

Clark, John D.
Clark, Thomas F.
Clark, William J.
Clausen, Carl H.
Cleary, Josephine T.
Goakley, Katherine
Coelho, Arthur Robert
Ccchrane, Tom D.
Cohen, Emanuel
Cohen, Alex S.
Cchen, Samuel
Cohen, Sidney
Cokell, Walter B.
Coles, Marion
Collyer, Norman
Cook, Ralph H.
Cooper, Cooper, David
Cooper, David
Cooper, Cooper, David
Cooper, Royston H.
Corcoran, Ed. F.
Corcoran, Edward M.
Corkery, May
Cowan, James R.
Cox, Margaret M.
Crabill, R. E.
Craig, Arthur, L.
Crcnin, John
Cunha, Jose
Cunningham, Catherine V.
Cuthbertson, Harry B.
Cushing, L. J.

Cushing, L. J.

Davis, Norma V.
Davis, Norma V.
Davis, Mose
Davis, John H.
Day, John L.
Deane. Albert
DeBarge, Herhert
de Boer, Theophilus
Decker, Bess R.
Deegan, Alice M.
De Graw, Pearl E.
Deembow, Sam, Jr.
De Siena, Henry A.
Devereux, Nicholas T.
Deverich, Marie E.
Diamond, Louis S.
Diekmeyer, Ida A.
Diver, Cecilia E.
Di Mare, Joseph
Dixon, Carl F.
Dohn, Elizabeth
Dolan, Alice
Donnelly, Carroll P.
Donchoe, Adelaide M.
Donohue, Eileen
Donovan, Agnes V.
Dornfeld, Samuel
Doughney, Joseph J.
Dougherty, W. Vincent
Drake, Mario C.
Drake, Mario C.
Drake, Mario C.
Drake, Mario E.
Dunn, Marie
Dunn, Marie
Dunn, Arthur J.

Eady, Eileen C.
Eastlack, William
Eaton, Minnie Bentley
Edwards, L. L.
Eckerson, Ray
Eckhardt, Louise
Eich, Chas, J.
Eichler, Margaret T.
Eidelsberg, Rose
Eisner, Minnie
Eisner, Miss Ray
Elliott, Howard B.
Enes, William
Engel, Richard G.
Eriesson, Eric H.
Ettinger, Eva
Ewald, Frederick J.

Falk, Henry
Fass, William
Faulkner, Trevor
Fay, Mrs. Alice
Fay, Edgar Hugh
Fernandez, Luis E.
Ferraro, Alfred
Ferro, Theodore R.
Fetner, Gertrude
Fewer, Margaret
Finan, Francis J.

Fine, Daisy
Fine, Helen M.
Fine, Theodore
Fingerlin, John W.
Finston, Nathaniel
Fingerlin, John W.
Finston, Nathaniel
Finn, Dorothy A,
Fitzgibbons, J. J.
Flavin, Harold
Flynn, Lawrence P.
Fowler, Geraldine S.
Fox, Beatrice
Frank, Edward
Frantz, Carroll H.
Frawley, Gilbert B. J.
Freisinger, Alfred T.
Frey, Samuel
Freedman, Sarah A.
Freemantle, Raymond P.
Friedman, Jean
Friedman, Jean
Friedman, Jean
Friedman, Jean
Friedman, Jean
Friedman, Leny
Fronder, Joseph
Fruecht, Henry C.
Furman, Leroy J.
Futterman, Mollie Ruth
Feinberg, Sidney
Feirguson, Roses

Gabriel, Gus.
Garfinkel, Anne
Gartner, Charles L.
Gashel, Frances S.
Gaudiosi, Michael
Gebbia, Agnes Vicla
Geerts, Viola J.
Geiskop, Ludovic
Gentile, John J.
G yer, Orel R.
Ghersan, Anna W.
Gibbons, Miles F.
Gilsenan, Helen M.
Glidden, Hubert W.
Gluck, Morris
Gold, William
Goldberg, Helen
Goldberg, Helen
Goldberg, Henry I.
Goldberg, Helen
Goldsmith, Bessie
Goldsmith, Bessie
Goldsmith, Lillian
Goldstein, Belle
Goldstein, Midfred
Goldstein, William
Grady, Edna A.
Graham, Anna R.
Gramer, Paul W.
Gray, Henry P.
Graziano, Frank
Greenberg, Harold
Greenbart, Selma
Grist, Augustus S.
Grossman, Pauline A.
Guilfoyle, John J.
Gulotti, Jeseph C.
Gurvey, Tina

Hacker, Sadye
Haddow, Glenn Knox
Hagen, Catherine
Hagen, Eleanor
Hahn, Joseph J.
Haley, Edwin
Hall, Mae
Halperin, Isidore M.
Hammell, John A.
Hanneman, Walter A.
Hanneman, William J.
Haran, Nora
Harding, August A.
Harsnett, Al. A.
Hartman, Gustave J.
Haupert, George H.
Hawthorne, Charles Evans
Hecht, David A.
Hecht, William R.
Heit, Henry P.
Henry Florence
Herbert, Marian D.
Herrnkind, Nick R.
Hicks, Pauline G.
Hinchey, Edward E.
Hirsch, Lillian B.
Hocky, Milton

Hodge, Martin H. Jr. Hollander, Edgar Hollander, Harry L. Hollis, Albert C. Holman, Russell Horenstein, Anna Horvath, Teresa Hubka, James J. Hynes, Daniel F.

Iaccna, Chas, Innerfield, Sadye, Isaaes, Miriam L, Jablow, Esther Jackson, Maude A, Jacob, Estelle Jacobs, Ruth Jacobs, Saul Jaffe, Gertrude Jaffe, Harold A, Jakimowitz, Mary James, Edma L, Janicki, Minerva Janz, Katherine M, Jeans, William J, Jehle, Frederick J- hns. Theodore Johnston, Albert E, Jehnston, Chas, R, Jones, Edwin F, Jones, Mary L, Jorgenson, Walhorg M, Joseph, Freda Judd, Alvah Dell Jung, William H.

Kaem, Belle
Kane, Helen V.
Kaplan, Brina
Kass, Matilda
Kates, George N.
Katz, Sam
Keator, Claude B.
Keenan, May M.
Keenan, Iris
Keenan, Raymond V.
Keilsohn, Meyer
Kelsey, Geo. F.
Kelly, Alice I.
Kelley, Burt
Kelly, Mary E.
Kent, Catherine A.
Kent, Lawrence R.
Kent, Lawrence R.
Kent, Lawrence R.
Kent, Kiffoil, Thos. A.
Kiffoil, Thos. A.
Kiffoil, Thos. A.
Kirsch, Rose J,
Kittleson, Lillian
Klausner, Tessie
Klein, Helen
Klein, Helen
Klein, Helen
Klein, Helen
Koen, Ralph A.
Koone, Ernestine
Korenstein, Lenora
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LaLanne, Leo P.
Langdon, Ethel K.
Langchr, Florence E.
Lasky, Jesse L.
Lawles, Irene
Lawler, George W.
Lawrence, Maurice
Lawrence, William H.
Lawson, Kenneth
Leavy, Gertrude
Lemm, Theodore
Leonard, Arthur J.
Leppanen, Walter
Lett, Scott L,
Levaca, Henry
Levaca, Joseph
Levine, Ada
Levine, Mary S.
Levin

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O'Connell, Miriam F
O'Connell, Richard F,
O'Connell, William J,
O'Connor, Edward
O'Connor, Edward
O'Connor, Helen
O'Gara, Ethel
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Oldak, Shirley
Olmat, May H,
O'Neill, Mae J,
O'Neill, Daniel J,
Opdyke, Mildred
Opferman, Miriam C,
Oscard, Paul
Oswald, C, I.
Ottentant, Beatrice C,

Paidle, Helen
Palange, Alice F.
Palmer, Samuel D.
Panetta, Raymend D.
Panetta, Raymend Papajcik, John
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Park, William C.
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Powers, Robert
Powers, Robert
Powers, Robert
Powers, William T.
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Press, Morris
Primi, John
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Pyne, Zelda

Quis, Peggy

Rapport, Harry
Radigan, Elizabeth
Radiourn, Paul A.
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Rasmussen, Rudolph B.
Redmond, Marge
Reichenbach, Aldyth
Reilly, Charles J.
Reilly, James B.
Rheiner, Samuel
Richard, Albert J.
Richardson, Murray N. S.
Rigney, Yvonne M.
Riley, Anna
Riley, Wimifred Irene
Robart, Zetta
Robinson, James
Rogers, George D.
Rogers, Randelph
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Rosenfeld, Martin
Rosenstein, Gertrude

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Savell, Leon M.
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Schauder, Loretta
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Scheur, Elizabeth
Schmertz, Charles B.
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Schreder, Lamhert A.
Schiavone, Saul
Schriftman, Rosalind
Schrader, Frederick W.
Schreiber, Ben
Schreiber, Frank
Schur, George
Schwartz, Frank
Schur, George
Schwartz, Fanny C. Schur, George
Schwartz, Fanny C,
Scott, Irene F,
Scully, William V,
Segal, Benjamin
Seidelman, Joseph H,
Serkowitz, Benjamin H,
Shannon, Thomas O,
Shapiro, Mildred
Shauer, Emil E,
Shauer, Melville A,
Sheahan, Richard Sheahan, Richard Sheller, Laura M. Shenker, Philip Shepherd, George C. Sherman, Jack Short, Elmer R. Shultz, Seymour Shuman, Rehekah Sidignano, Albert J. Slegler, Anita Silver, Sadie Simonis, Edgar M. Simpson, Morris H. Singer, Irving Singerman, Sophie Small, Fred W Snyder, Sada R. Solomon, Anne Solomon, Anne Solomonick, Bernard Souami, David Sparti, Jos. Speer, James J. Spiegel, Henry Spitzer, Mary Spitzer, Sadie Stanger, George Stahl, Fred M. Stauley, Robert P. Stanley, Robert P. Stefanick, Albert Steinhaum, Beatrice Steinberg, Alice Steinhilber, Elsie Stern, Dr. Emanuel Sternberger, Tess Stevens, Lillian Stewart, Lemuel L. Stilsen, Palmer Hall Stohhi, Mildred Stobbi, Alfred Stobbi, Alfred Stoeffler, Adolph Stokes, Marion Jane Stokes, Walter L. Stolfi, Marguerite Stolfi, Victoria Stranders, William P. Strauch, Gertrude L. Strauss, Helen M. Strobel, Charles Strup, Mae L. Stuhbs, Jane C

Stumpf, Anna W.
Sullivan, Edgar
Sullivan, Irene
Sullivan, John F.
Sureda, John V.
Sussman, Jercme P.
Sussman, William
Sussman, David
Swarts, Louis E.
Swayne, Helen W.
Sweeney, Irene
Sweeney, Joseph F.
Swenson, Axel R.

Taylor, Albert C.
Terr, Max
Terrell, Christina M.
Thompson, Mabel R.
Thompson, W. D.
Tiernan, Florence M.
Tighe, Loretta V.
Tinston, Thos.
Tobin, Loretta
Traw, Mrs. Chalmers S.
Traw, Homer S.
Traw, Homer S.
Trinka, Mary
Tugander, Harry —
Tureckie, Felicia
Tormey, Mildred M.
Trusta, Vincent
Trurer, Marie A.

Ugast, Edward Ungar, Blanche

Valentine, Cyril D. Van Meel, Emile Vargas, Martha Velde, Donald Ventre, Frank Vollmer, Gertrude Vornbaum, John A.

Waite, Stanley B. Walsh, Joseph A. Walsh, Joseph A. Walsh, Thomas Walten, Salilie Wanger, Watter F. Wawzycki, Helen Waxelbaum, Minnie Way, Kendall Webb, Albert 9, Weber, Ednith A. Wechsler, Dorothy Webgodsky, Isidore Weiber, Fred. Weinberg, Rose N. Weinberg, Sophie M. Weinberg, Hallian Weiss, Rudolph Weisserg, May Weiss, Paula Weiss, Rudolph Weissman, Fredia Weissman, Fredia Weitner, George Wernli, William P. Whalen, Elizabeth C. White, Lucille White, Rose B. Wildnerg, Sanford P. Wiethake, Gertrude Wildnerg, J. J. Willert, Frederic S. Wilston, Helen Winters, Evelyn Woornle, Pauline E. Wolfe, Ida Wood, Joseph R. Woods, Kathleen Wright, Harold Wynn, Marguerite K.

Yagel, Eleanore Young, Theodore C.

Zammit, Joseph Zukor, Adolph Zukor, Eugene J.









PARAMOUNT-PEP CLUB, Inc.

(Revised to October 1928)

ARTICLE I.

The name of this organization shall be "Paramount-Pep Club, Inc."

ARTICLE II.

Objects

The objects shall be (a) the promotion of fellowship and the encouragement of educational advancement and the development of such activities among the employees of the Home Office of Paramount Famous Lasky Corporation as will serve their mutual welfare and stimulate their loyalty to the concern.

(b) To voluntarily aid and assist all worthy distressed members of this club, their wives, widows and orphans.

ARTICLE III.

Membership

Section 1. (a) Any executive or employee of the Home Office of Paramount Famous Lasky Corporation and, or any of its subsidiaries that the Board of Governors may approve who shall have been employed for a period of 90 days shall be eligible for active membership; and when elected in the manner hereinafter set forth, may retain such membership as long as the employee remains in the service of one of these corporations, even though subsequently transferred from the Home Office. The right to membership shall terminate, however, when the employee is no longer in the service of one of these corporations designated by the Board of Governors.

(b) Any employee of one of the above named corporations who is not a member of the Paramount Pep Club owing to the interpretation of Article III, Section 1 (a), but who was previously a member in good standing may again become a member of the Club by unanimous vote of the Board of Governors.

Section 2. Applications for active membership shall be submitted to the Membership Committee, which shall in turn submit the applications with their recommendations at the next regular meeting to be voted upon by the members present.

Section 3. The Club may elect to honorary membership by a majority vote of the members present at any regular meeting, upon the recommendation of the Board of Governors, any officer of the Paramount Famous Lasky Corporation, and such other persons to whom it may be deemed desirable to show respect and esteem.

ARTICLE IV.

Board of Governors, Officers and Committees

Section 1. The Board of Governors shall be composed of seven active members of the Club (five men and two women), who shall be divided into two classes and shall serve as follows:

The first class shall consist of three men and one woman to be elected at the first annual meeting after the adoption of this constitution, and shall serve for a term of one year. Their successors shall be elected for a term of two years.

The second class shall consist of two men and one woman to be elected at the first annual meeting after the adoption of this constitution, and shall serve for a term of two years, and their successors shall be elected for a term of two years.

The Board of Governors shall be further increased by four members (two men and two women) who shall be chosen in the manner hercinafter set forth at the Annual Election of 1926 and who shall be divided into two classes as follows:

The first class shall consist of one man and one woman who shall scrve for a period of one year. Their successors shall be elected for a term of two years.

The second class shall consist of one man and one woman who shall serve for a period of two years. Their successors shall be elected for a term of two years.

Section 2. The Board of Governors shall have general charge of the affairs, funds, properties and other assets of the Club.

Section 3. The Officers of the Club shall be an Honorary President, one or more Honorary Vice-Presidents and an Honorary Chairman of the Board of Governors, to be elected by a majority vote of the members present at any regular meeting, upon the recommendation of the Board of Governors, and whose tenure of office shall continue until revoked by the Board of Governors; and a President, Vice-President, Treasurer, and Secretary, to be elected at the General Election, for a term of

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one year or until their successors are elected and installed. The active officers shall be exofficio members of the Board of Governors.

Section 4. The standing committees shall be Athletic, Entertainment, Finance, Membership, Welfare, and Educational Committees. The Board of Governors may abolish any standing eommittees or ereate new committees.

Section 5. The Chairman of each Committee shall be appointed by the President, and the members of each Committee shall be appointed and may be removed by their respective ehairmen, such appointment or removal of Committee members by the Chairman to become effective when confirmed by the Board of Governors.

ARTICLE V.

Duties of the Board of Governors

Section 1. The Board of Governors shall hold regular meetings wihout notice at least onee a month on a date fixed by the Board, and may hold special meetings on one day's notiee at the eall of the Chairman or a majority of the Board. Four members thereof shall eonstitute a quorum.

Section 2. The Board of Governors shall eleet a Chairman who shall preside at all meetings and the Secretary of the Club shall keep the minutes thereof. They shall also elect a Viee-Chairman who shall perform the duties of the Chairman during the absence or ineapacity of the latter. They shall submit a report of the affairs of the Club at each annual meeting of members, together with the expenditures of the previous year and a budget of the expenses for the coming year.

Section 3. The Board of Governors shall have power to open accounts of deposit with banks for the funds of the Club and to au-

thorize the signatories thereto.

ARTICLE VI. Duties of Officers

Section 1. The President shall preside at all meetings of the Club and shall be ex officio a member of all standing and special committees.

Section 2. The Vice-President shall perform the duties of the President during the absence

or incapacity of the latter. Section 3. The Secretary shall keep a complete record of all meetings of the Club and of the Board of Governors and shall be the custodian of all documents of the Club, ex-cept those otherwise provided for. The Seeretary shall also give proper notification of all regular and special meetings of the Club and of the Board of Governors. The Secretary may appoint an assistant.

Section 4. (a) The Treasurer shall receive all membership dues and other moneys paid into the treasury and maintain an accurate detailed account of all funds received and ex-All funds in the custody of the Treasurer in excess of a petty cash aeeount not exceeding twenty-five dollars, belonging to

the Club, shall be deposited with a bank or banks in New York City designated by the Board of Governors for the account of Paramount-Pep Club, Inc.

(b) The Treasurer shall render a report at the annual meeting of the Club and at such other times as the President or Board of Governors may direct. The accounts of the Treasury shall be subject to audit at any time by the Finance Committee.

Section 5. All funds, books of record, documents and other property of the Club in possession or under control of any officers, shall be transferred and delivered by such officers at the expiration of their term of office

to their successors in office.

ARTICLE VII.

Duties of Committees

Section 1. The duties of the various committees, with the exception of the Finance Committee, shall be outlined by the President to the respective Committee Chairmen, and all action taken by all eommittees shall be subject to the approval of the Board of Governors.

Section 2. The Finance Committee, each quarter, shall audit the accounts of all standing and special committees having use or eustody of funds, and shall investigate and determine the committees whose records shall be audited. Each officer of the Club, each member of the Board of Governors, and the chairman of each committee whose records are audited, shall receive a copy of this audit re-

Section 3. Each committee shall at least once every three months submit to both the Chairman of the Board of Governors and the President, a written report of their activities as well as their receipts and expenditures for the period. The number of members of each committe shall be fixed by the Board of Governors upon the recommendation of the Presi-

ARTICLE VIII. Nominations and Elections

The President shall at the July meeting, appoint a Nominating Committee of five members to select candidates to fill the places of the retiring Officers and Governors. Committee shall within thirty days after its appointment post on the bulletin boards the names of its nominees.

This eommittee shall nominate one or more eandidates for each vacancy and the committee is authorized to receive recommendations regarding the qualifications of any person for office. Upon the written petition of seventy-five or more members any person may be nominated for office, provided that the petition be filed with the Nominating Committee within two weeks after the names of the nominces selected by the committee have been posted, and the names of the additional

Paramount-Pep Club Constitution—Continued on Next Page.

h------Paramount-Pep Club Constitution—(Continued from Page 21)

nominees shall be posted by the committee as soon as filed.

The election of Governors and Officers shall be by a majority vote at the General Elec-

Any vacancy in the Board of Governors shall be filled by election at the first meeting of the Club held subsequent to the occurrence of the vacancy. Such elections shall be by ballot, and the candidate receiving the highest number of votes shall be declared elected.

ARTICLE. IX. Amendments

The Constitution may be amended by a two thirds vote of the members present at any regular or special meeting of the Club, provided, that thirty days' notice of the proposed amendment shall have been given by notice read at a regular meeting or posted, and that the proposed amendment or amendments shall have been discussed and approved by the Board of Governors.

BY-LAWS ARTICLE I. Meetings

Section 1. (a) The regular monthly meeting of the Club shall be held on the second Tuesday of each month at five o'clock P. M., and the October meeting shall be known as the Annual

Meeting.

Section 1. (b) Should any stated meeting of the Club fall on a legal holiday, it shall be postponed for one week. This article shall not prevent the holding of meetings at any other hour or place when the purpose is to combine business with a social gathering of Club mcm-

Section 2. Special meetings may be called by the Board of Governors, or at the written request of not less than ten members, by the President, but notice, stating the purpose of the meeting, must be posted on the bulletin boards at least two days prior to time of meeting.

Section 3. Twenty-five members shall constitute a quorum for the transaction of busi-

ness.

ARTICLE II. General Election

(a) The general election of officers and governors shall be held on the fourth Tucsday of September at such hour, or hours, as the Board of Governors may designate, but when a holiday or an emergency intervenes, the election may be held on any other day after the fifteenth of September which the Board of Governors may name.

(b) The names of all candidates shall be printed on the Official Ballot, alphabetically,

in the following order:

President Vice-President Treasurer Secretary

______ Board of Governors

Men (a)

(b) Women

(c) The President shall, subsequent to the posting of the names of the candidates by the Nominating Committee, appoint a committee to take charge of the election and the chairman of that committee shall appoint such watchers, tellers, and tally clerks as are necessary for the successful conduct of the election and the tabulation of the results. Their findings shall be submitted in writing duly certified at the annual meeting.

ARTICLE III. Order of Business

The order of business for all regular meetings of the club shall be:

1. Call to order.

2. Approval of minutes.

- 3. Reports of Officers and Committees.
- 4. Election of members.
- 5. Unfinished business.
- 6. Communications.
- 7. New business.
- 8. Adjournment.

ARTICLE IV.

Procedure

All questions of procedure not covered by these By-Laws shall be governed by Cushing's Manual.

ARTICLE V.

The dues of active members shall be \$2.00 per annum, payable semi-annually in advance on the first days of August and February. Persons joining the Club between said dates shall pay pro rata. Members ceasing to be eligible as active members shall receive a refund of dues for the unexpired period pro rata upon demand upon the Treasurer.

ARTICLE VI.

Penalties

Section 1. A member in arrears for dues for two months, after having been personally notified of his delinquency by the Membership Committee, may, in the discretion of that Committee, with the approval of the Board

of Governors, be dropped from the roll. Section 2. The Board of Governors may suspend or drop from membership in the Club any member whose conduct may appear to jcopardize the welfarc of the Club, provided that he shall first be given an opportunity to appear before the Board of Governors in his own behalf.

ARTICLE VII. Amendments

These By-Laws may be amended by a twothirds vote of the members present at any meeting, provided notice of the proposed amendment shall have been given at least ten days prior to the date of the meeting.

These By-Laws may be suspended at any meeting upon a majority vote of those present.

NOW THAT YOU'VE READ IT YOU KNOW WHAT A TRULY SPLEN. FOUNDATION OUR PARAMOUNT-PEP CLUB STANDS

THE MESSAGE OF THE RETIRING PRESIDENT



VINCENT TROTTA

To me, the passing of the present administration is an event in the career of a life.

To the Paramount-Pep Club it is the end of another year and the beginning of a new one.

I trust, however, that the year that is ended tonight for the Paramount-Pep Club has been fruitful of the trust imposed upon myself by the members of our Club in working out many of their problems.

Whatever has been accomplished by the administration just ended is now a matter of record, but whatever degree of success the administration has enjoyed could not have been possible without the cooperation and assistance of every member of the Club.

My thanks and appreciation are extended to every member of the Board of Governors who have been patient and helpful in the many problems laid before them, and especially to Mr. Euguene I. Zukor, Chairman of the Board, to whom the entire Club as well as myself owe a great deal of gratitude for his help and counsel.

To Mr. Joseph Sweeney, Vice-President; Mr. Arthur Leonard, Treasurer; and Miss Catherine Kent, Secretary, my sincere thanks go forth. To the Chairmen and the members of the various committees who have given their time and efforts in the interest of the Club, I wish to express my appreciation.

It is sincerely hoped that the cordial cooperation received by myself as President will continue on to my successor, Mr. G. B. J. Frawley, and his administration.

VINCENT TROTTA

WHILE EVER THE NAME OF PARAMOUNT ENDURES

ByEugene I. Zukor



Just a year ago tonight we stood at our tables in this room and paid tribute to the Paramount-Pep Club. It was as though we were at a baseball game, where the prize was not a pennant that would flutter at a masthead, but instead was a symbol of prestige, of admiration and of inspiration. It was, moreover, the commencement of the seventh inning in our Club's great game, so that it was more than significant that we should stand there as a pledge to the success of the Home team.

That inning has been played. It has been a more than successful one. Home runs were secured by the Ball, the Outing, the augmented Membership List, and by the general all-around advancement in the strength and scope of the Club's activities. Strong and sincere approbation on the part of the Company's officials has been forthcoming as a result of these efforts, and in a general and most satisfactory way the Paramount-Pep Club can be well and truly proud of its newest chapter of achievement.

From its very inception there was a steadfast belief in the hearts and minds of all concerned that the Paramount-Pep Club had been created to endure; and as year has followed year since that time, this belief has grown apace--has become more and more of an earnest conviction in the consciousness of everybody concerned with the Club. Until now, backed by the experience gained in the years of the past, and with an endless well of optimistic and progressive thoughts and plans available in the future, it seems undeniably and demonstrably positive that the Paramount-Pep Club is now destined to endure whilever the name of "Para-

mount" endures.

Studio Club Greetings

ONGRATULATIONS, big brother!

The Paramount Studio Club, throughout its existence, has drawn inspiration and guidance from the Pep Club. You have served as model and pathfinder for our younger organization. Your success is, in a sense, our success. So your birthday calls forth our sincere congratulations.

Pep-O-Grams is a worthy messenger of the spirit that animates the Pep Club and you have every reason to be proud of it. Although we are separated by the width of the American continent, this magazine brings to us on the West Coast an intimate insight into the busy life of the Home Office and gives us a sense of intimacy that no mere matter of miles can destroy.

Again, congratulations on this, your fourth anniversary. Our one regret is that we cannot be with you in person to share the birthday cake.

James A. Souter President, Paramount Studio Club, West Coast Studios. REETINGS and congratulations to Pep-O-Grams, its staff and the Pep Club, sponsors, in behalf of the Paramount Studio Club of the West Coast studios!

You have first done something to be "said," then said it well. Representing all that Paramount means in high standards and achievements, you have not been content until its banner has been pushed even higher. The spirit of your columns voices our own ideals and ambitions towards a perfect unification of every branch of our great organization.

Prophetic of the present "sound" reformation in motion pictures, Pep-O-Grams, with a dignity and flourish, first appeared to give a new voice to Salesmanship, Cooperation and Success. Ever since Pep-O-Grams has been "synchronizing" brilliantly for Paramount—words with action. Our congratulations and best wishes for another successful year.

H. E. McCroskey

Vice-president, Paramount Studio Club, West Coast Studios.

PEP-O-GRAMS—ANNIHILATOR OF DISTANCE

By
ARCH REEVE

West coast director of publicity

RAST airplanes have reduced the travelling time between New York and Los Angeles to less than nineteen hours. But Pep-O-Grams relegates this feat of aviation to the category of covered wagon and primitive steam train records. Once each month this newsy periodical accomplishes the miracle of obliterating all distance between the Home Office



Arch Reeve

and our desk at Paramount's West Coast studio. Thanks to Pep-O-Grams, our Hollywood contingent enjoys all of the benefits and associations of the New York office without the discomfort of New York heat waves and blizzards (Advt. by Los Angeles Chamber of Commerce).

Seriously, the Paramount Pep Club is to be congratulated on its splendid record and the fourth anniversary of Pep-O-Grams offers the Far Westerners of the organization a chance to say "Success and a long life"—and mean it.

ANOTHER PEP CLUB YEAR OF ACHIEVEMENT

It has become increasingly necessary that in addition to our other standards of measurements, we should also measure Paramount's progress by each year from October to October. These years of Paramount-Pep Club achievement have come to be something much more valuable than mere years of the Club's onward march, for the Club itself cannot advance without contributing an even greater measure of progress to the company.



By S. R. KENT

FOR the Club is of the Company. Its ideals are the ideals of Paramount. Its methods are the methods of the Company, and since its organization, it has marched hand-in-hand with the Company toward the achievement of those common purposes.

THE past year has been another year in proof of this, and on the occasion of to-night's inauguration dinner, I wish to extend my warm commendation for the accomplishments of the Club during the past year, and my best wishes for its success during the year to come.

LOOK for increasingly greater service and purposefulness on the part of the Club. Its promotion of fellowship and harmony among the employees of this organization is already so well and firmly grounded as to permit of even greater efforts being made in line with keeping the Club, as well as the Paramount organization abreast of these rapidly advancing times. The pace of the world moves faster every day, and it becomes powerfully necessary that our organization keep step with this rapid accelleration of energy and enterprise.

THIS we can do—but only if the Paramount-Pep Club, under the superb guidance of its officers, and with the generous and unwavering support of its every member, fulfills the purpose for which it came into being.

YOUR new year is before you. I congratulate you upon the officers you have selected and endorsed. They have a great duty to perform during the coming year, and in the performance of that duty I know they will have the whole-hearted support of not only all of the Club members but of the Company's officers and executives.

A Winning Hand With A Pair of Clubs

By JESSE L. LASKY

Due simply to a caprice of fate, I consider myself one of the most fortunate of all of the Paramount-Pep-Club members. In addition to membership in the Pep Club I am also a member of the Paramount Studio Club: and it is the nature of my work with the Corporation that I spend

a portion of my time on the West Coast of the Continent and the remainder of it in the East, thereby enjoying to the full the benefits of these two wonderful Clubs.

I am an ardent admirer of the standards and achievements of both Clubs, and I more than welcome this further opportunity of expressing my thoughts to you

all on this occasion of your Club's birthday anniversary.

Many times you have been told, and will continue to be told, that the Paramount-Pep Club plays an increasingly important part in the march of the Paramount organization in the vanguard of the film industry. I can but add my tributory offering to this wealth of sincere and off-expressed sentiment: for I too have seen how vital is the value of the Paramount Spirit, as exemplified by the Pep Club, when you dig deeply into the reasons for specific instances of achievement.



As the Years Go By

By Richard W. Saunders

Comptroller, Paramount Famous Lasky Corporation.

This is the Paramount Pep Club's Birthday and a birthday is always an interesting event, whether it be that of an individual or of an organization. It is a day for congratulation, for in our transitory life it is an event to have lived another year. And if at the year's end one possesses health and underlying strength and has had a good measure of success in the year's undertakings, then is there further cause for enjoying the anniversary. One forgets the passing years or at least becomes reconciled to their passing.

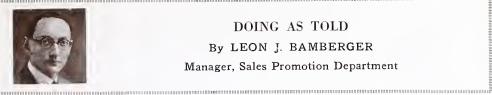
To live in the enjoyment of the present is of course a wise thing to do. Each day should be considered as having its quota of the things that make for happiness. But an eye should also be kept on the future. The friendships that association brings have not only a present value but a continuous one that may last for many years. Even if one takes up another line of endeavor, the old friendships are ever coming to light. One meets old club-members of yore sometimes thousands of miles away and old memories are recalled to mind. An interesting article in a paper or magazine

evokes a letter and a reply. The past projects itself into our present and we gain an additional delight from enjoyments that seemingly had exhausted their possibilities.

The basis of this however must be laid now. If one does not enter fully into what is now being done then this future value is also lost. The present activities give the opportunity which must be utilized and if this is done, then like the tree that stores up in itself the sunlight of today and gives it back in the glowing fire of tomorrow, we can store up friendships and happy memories for the days that are to come.

TRANSPORTATION

Every day is an anniversary of a convention, or a ticket to Europe, or a drawing room suite to Los Angeles for one of the the Club. This member is Lawrence P. (Larry) Flynn, Transportation Manager, and one of this city's best authorities on steamer, rail and air accommodation to all parts of the world.



DOING AS TOLD

By LEON J. BAMBERGER

Manager, Sales Promotion Department

HEN I told your Editor that the weekly publication of "The Whole Show" milked me dry of scrivening ideas, and requested him to come to my aid by naming a topic that I could bore his readers with, the best he could offer was—"Oh, speak of this and that." Then to demonstrate his speaking acquaintance with ancient Hoboken mythology, he trippingly quoted:

"The time has come, the walrus said, To speak of many things-

Of ships and shoes and sealing wax,

Of cabbages, and kings."

Okav!

SHIPS: Being in the Foreign Department, he would bring that up. Where would Paramount distribution around the world be, without ships? There's no use to elaborate further on that point.

SHOES: These are usually wailed about in the ancient game of African golf, with which

perhaps your Editor has more of a speaking acquaintance than we have. Il'e hope you have your dancing shoes with you tonight. Check that off.

SEALING WAX: Signifying the thousands of signed and sealed contracts for Paramount Pictures bringing happiness to untold millions

throughout the world. Next!—

CABBAGES: This is a tough one, for we do not like to call anybody or anything by such a name. Therefore, we request that for this definition, you inquire of some exhibitor who is not using Paramount Pictures. And finally— KINGS: This one's easy. "We have with us tonight"—I hope—the kings of the great picture industry, Messrs. Zukor, Lasky, Kent, Shauer, Katz, et al. May they all reign happily and in good health for many years to come.

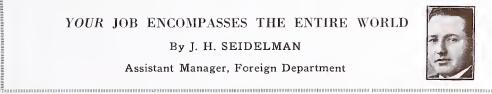
Now, Mr. Editor, I have fulfilled your assignment to the letter, at the useless expense of the Pep Club. Good luck to the new ad-

ministration, and the same to you!

YOUR JOB ENCOMPASSES THE ENTIRE WORLD

By J. H. SEIDELMAN

Assistant Manager, Foreign Department



One can hardly be blamed for wondering just how many of you Paramounteers who work at a point on the globe now known geographically as The Crossroads of the World ever give thought to the fact that your work and the influence of the interest you bestow in your work actually extend into all parts of the world.

The fact of the matter is that each and every one of you should consistently train yourselves to think beyond the scope of your particular job. You are not working in the office of some tinpot retail shop: you are a member of an organization selling a popular commodity into every corner of every country of the civilized world. You are a Paramounteer, and the Company you are a member of has thousands of other members in faraway corners of the globe.

You should remember these loyal Pepsters for a good many good reasons: but the greatest of these reasons is the fact that these faraway Paramounteers forever have their eyes and their hearts turned towards New York. To them the Home Office staff is a model of perfection: they view the Paramount Building not only as the Crossroads of the World, but as a beacon light shining for them and pointing the way.

For this above all other reasons, it behooves us to so conduct ourselves that we may forever retain the respect and the confidence which is manifested by the thousands of Paramount Legionnaires overseas, not only because of the ideals and leadership of their leaders, but because of the inspiration and help they have received from the loyalty and comradeship consistently displayed by the Paramount Pep Club members of Home Office.

And that, you see, is why your job, in the manner of its execution, encompasses the en-

tire world.

AMONG OUR AUTHORS. Melville A. Shauer, whose proficiency in the French language has already necessitated his rejection of a score of professorships, including one in the Sorbonne, went back to France this year because during the international disagreement of a decade ago he lost a collar button belonging to the government and they will not permit him to vote in the presidential election until he finds it. As you will see from his own article on another page, he enjoys such boundless popularity that scores of good Americans have this year gone across the Allantic to aid him in the search. Before delving deeply into his present profound time on "Popular Parisian Picturegoing Proclivities," Mel was the best friend of the U. S. Billboard Association in his capacity of Ad Sales Manager of the Domestic Department of Paramount.



A SPLENDID DEFINITION OF THE AIMS AND IDEALS OF THE PARAMOUNT-PEP CLUB

As expressed by HARRY MARX

Personnel Director, Publix Theatres Corporation

The Paramount-Pep Club, and its official communication Pep-O-Grams, serves a most important function in our large organization. It is true that specific action is needed in every phase of our work to bring out the profits in dollars and cents that is necessary to keep our institution alive, and provide an instrument of expression so that each of us has an opportunity to render our particular service to the community.

In this connection, to be very specific, there is needed a high grade lubricating oil that

makes that specific action more effective. This oil is the keen spirit of loyalty and spiritful performance that is kept alive thru the efforts of the Pep Club and its connections. In view of this great fundamental requirement, and the contribution that the Pep Club and its communication gives to the organization, I want to take this opportunity of congratulating the members of the Club and the Editor of its communication, upon the very fine work that it has been doing in the organization.

THE SENTIMENTS OF PARAMOUNT'S STOREHOUSE STAFF As expressed by ARTHUR L. CRAIG, Manager

We have gathered here tonight, first, to honor and congratulate our retiring officers for their splendid administration; second, to welcome with allegiance our incoming officers; third, to have a good time, as Pep Club members always do.

But, far beyond the celebration theme, we

should sense the inspiration of industry, loyalty and good-fellowship necessary to carry our club to still greater success. That spirit of inspiration is in the air tonight; catch it and hold it.

It is with that spirit that the Storehouse members pledge their ecoperation.

HOW TO LIVE A YEAR IN THE PARAMOUNT BUILDING

By Zippi Zoolak, Vitamines Director of the College of Kawnbishash

One day there was a terrific storm. Maybe you remember it. People were absolutely marooned within the Paramount Building, streets were impassable, taxicabs were selling for two and half times their weight in gold. It really was a pretty bad storm. The writer stood in the doorway of the Building-but not upon the Trade Mark-and wondered what would be the state of affairs if the storm were to continue unabated for a year, and he would be compelled to remain within the Paramount Home Office for that time.

Naturally he didn't go into all of the intricacies of living (for who would want to do that?—and besides, this story is for universal reading), but he did consider the major features of the case and found from them that one could live pleasantly and comfortably

within the walls of the Paramount Building.

Primarily, in the matter of occupation, there would be that priceless boon—one's job. Alternating with this would come sleep, for which a bed could be appropriated from the rest rooms. A minimum of three times a day there must be food, procurable from the Childs Restaurant-Cafeteria in the basement and the H'algreen Drug Store Lunch Room. One's suit would last a year, with expert attention by the fifth floor valet whenever required. Beards and hair would be kept in check by the splendid third floor barber shop, while incidental clothing could be purchased by entering the several Broadway frontage stores through their lobby entrances.

Reading recreation could be forthcoming from the publicity department files and the editorial department library, while entertainment of a more specific nature could be obtained by passing into the Paramount Theatre through the tenth floor elevator (a special dispensation being obtained for this privilege). Exercise could be obtained by wa'king to the observation tower twice daily, from which spot the view would furnish new inspiration. And if medical attention were required, the Paramount Welfare Department would provide it.

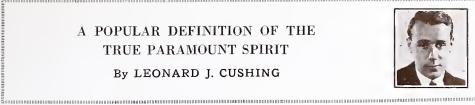
Social ealls could be made either over the telephone, or through the expedient of having one's friends make a personal visit. Like-wise, a radio would be good contact with what is going on in the world, and before the year ends, television would make it possible to see what was going on.

So there you are!

And as we said at the beginning, no attempt has been made to go into the intricacies of living. We've merely taken a situation—a hypothetical one—and we've proven our case so far. Let it go at that! We'd perhaps be erazy to go any farther.

A POPULAR DEFINITION OF THE TRUE PARAMOUNT SPIRIT

By LEONARD J. CUSHING

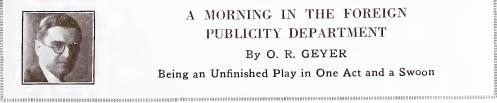


I'm not a "Wet," but I'm not a "Dry" either —sort of on the fence. However, there's no denying that "Spirits" of certain kinds make the world go round. The spirit of the Para-mount Pep Club, as it has manifested itself to me on several occasions, is certainly entitled to be placed among those kinds of "Spirits."

In times of stress, when things weren't going just the way they should and Paramount seemed to be up against it for one reason or another, when our boys and girls were called upon to give every ounce of energy in their power, to suffer privations in the face of long odds, when, in short, we had our back to the wall,—it was this same old Spirit that pulled Paramount through and put it back in the place where it stands today,—on top of the pile.

There is an old adage in military circles that "An army lives on its stomach,"—so I say that no matter whether it be big or small, old or young, "A corporation prospers on its

The definition of "Spirit" is, "Pervading influence-animating principle-peculiar character or quality" and it is this definition which is so clearly exemplified through our great organization by the Paramount Pep Club.



A MORNING IN THE FOREIGN PUBLICITY DEPARTMENT

By O. R. GEYER

Being an Unfinished Play in One Act and a Swoon

Reception Desk Boy-Here's a fellow to see you. We—(Business of picking up card and reading):

M. Miciukiewcicz,

"Ilustracja" Rynek Starego Miasta 28 m. 17,

Warsawa, Poland.

We-(To Boy) Send him in.

**********(Time Passes)

We-(Dictating) Take a letter, please, to Tatsuwo Hoshino, Ashiagraph, Takiyama-cho, Kyobashi,

Tokyo, Japan.

***********(More Time)

Boy (Once more) Here's another one. (Hands card):

Vadasz Ujsag, Tg. Mures,

Roumania.

*********(Ditto)

Voice over telephone—Thees es Senor Renato de Castro y Guerrero spiking. I crave ze passes for ze Paramount, ze Roxy and le

(Encounters a remonstrance Capitolio. here) but our soobscribors, ze want to read all about ze Metro stars. You no giv zeni? Zen I take zis oop with my consoul.

**** (Takes more time to recover from this.) We—(Business of dictating again) Take this

story, please:
*************(How time elapses)

We—(Continuing) Get some photographs and send them with the story to Osterreichische Illustrierte Zeitung, Lerchenfeldstrasse 6, Vienna. And you might send the same story to Schweizer Kino Zeitschraft and Prasky Illustrovany Zpradvodaj and******

Time out here for some Red Cross work

by Dr. Stern.

*********** ***** *****

Boy-(Again) Here's another foreigner to see you. (Hands out card):

M. Spiro Markesini

Kinimatigraphicos Astir Athens

Business of swooning. (Very realistic).

OUR CLUB Seven years ago we looked up at a beautiful mountain. It was the Peak of the Perfect Paramount Club. We knew then that it was going to take mighty hard climbing to get to the top of that peak. For seven years the climb has gone on; and now there is before us the last steep pinch before the summit is achieved. Whole-souled co-operation will get us there one for all, and All for the Club. Shoulders to the capstan! The anchor's weighed! Then straight ahead with a full breeze, bounding over Prosperity's Seas!

WELFARE

A Wealth of Worth in these Few Words about The Most Precious Thing on Earth

> By VINCENT TROTTA President, Paramount-Pep Club

There should be no more need for us to have to set down in words the merits and advantages of the Paramount Welfare Department than there should be for us to tell you that the Paramount Building is on Times Square, or that trains run out from Grand Central. The Welfare Department is as much a part of your life as your desk, your job or your pay envelope. It is there, right before and beside you, an integral part of the organization, to be used by you when you will, as you will.

યુંક મુક્ષ્યુંક સુક્યુંક્ષ્યુંક સુક્યુંક સુક્ય Dr. Emanuel Stern, whose activities as head of the Welfare Department encompass the Paramount and Publix organizations here in New York, as well as the entire Studio in Hollywood, is one of the cheeriest and most confidence-inspiring practitioners to be found between the Pacific and the Atlantic. His views and advice on mental and physical hygiene are practical and common-sensical to the highest degree, and the good that he has wrought in the ranks of the organization as a result of his aims and his beliefs is positively immeasurable.

We say these things because we believe in Dr. Stern, in his doctrines, and because we endorse his belief that every Paramounteer should know the fullest extent to which the Welfare Department stands pledged and ready to help him, or her.

How many of us know that right here in this Paramount Building we have one of the finest private hospitals and operating theatres in the country? How many of us know that we have every medical aid to cope with even the severest emergency? That we have here a complete X-ray theatrette? That within the Hollywood Studio there is a duplicate of all of the highest grade apparatus that we have here?

Not all of us can answer these questions. And the chances are that those who cannot answer them are the ones who neglect simple ailments until they become severe and hard to remove, who willingly pay fees for possible doubtful advice when skilled advice can be had for the asking, and who deliberately neglect or ignore a wonderful gift for reasons which probably only their own minds could supply.

We support our enthusiastic contentions by using the opposite page for the reproduction of some glimpses of this Welfare Department on the eleventh floor of the Paramount Building. We do this because the Welfare Department is an integral part of the Paramount-Pep Club: because it has done positively priceless work for and on behalf of the members of the Club: and because it will continue to do this work whilever the members realize that they have this precious guide to happiness through good health always at their elbow for instant and meritorious consultation.



THE Welfare Department of Paramount, which serves not only the members of the Paramount and Publix Corporation, but also the vast clientele of patrons of the Paramount Theatre, is one of the finest and most modernly equipped in the entire country. This fact we have en

deavored to convey to you in the article on the opposite page, which is not only an endorsement of the work of the Welfare Department, but is also a plea for your sincere appreciation of the work and the benefits of the Department.

Above we show you just a few representative glimpses of the Department. There are two rest rooms, one for men and the other for women, of the type we have pictured. The operating theatre, at top right, is completely equipped for the performing of any operation. It is replete with every aid and

every instrument for even the most intricate cases. Where corroborative diagnosis for complicated or essentially invisible disorders is needed—and particularly in the case of fractures and dislocations—there is an X-Ray chamber embodying every modern phase of this vital aid to the

surgery. Only a portion of this chamber could be photographed.

office of Dr. Stern, The shown above with the doctor at his desk, contains not only a superb selection of the world's best books of reference on medical subjects, but an exhaustive record of the Paramount and Publix personnel, together with complete statistics of the Welfare Department's work. And though this is not the place for the quoting of a lot of statistics, you should be interested in knowing that the Welfare Department attended to 15,000 individual cases requiring attention in the twelve months ending June 30th last.



THE WELFARE COMMITTEE
Dr. Emanuel Stern, Chairman; Irene Sullivan, Fred L. Metzler

 $\begin{array}{cc} \operatorname{PEP} \cdot \operatorname{O} \cdot \operatorname{GRAMS} \\ \operatorname{Page} & \operatorname{Thirty} \cdot \operatorname{one} \end{array}$

THE CROSSROADS OF CROSSROADS IS THE PARAMOUNT HOLLYWOOD STUDIO

The Foreign Department's representative on the lot, George N. Kates, upon being apprised of the Anniversary number of Pep-O-Grams, sent the following message:

"We have had a busy four months establishing the Foreign Department's latest outpost on the moving picture frontier; but, thanks to the fine cooperation of everybody here on the lot, we now are completely settled, and are one of the most active offices in the studio.

"And when I use the word active, I mean it! In a single morning we can look back and see that there have been such tasks as visiting Japanese professors of psychology to guide around the stages and to photograph with posters of Adolph Menjou and Clara Bow, French taxicabs to pronounce correct or the reverse, English mail boxes to verify for correctness, Cretan youths and maidens to be dressed prop-

erly before entering their labyrinth, and, just for variety, a few housekeeping details in England or a little extra restaurant service in France to put straight.

"And while these things are going on, assistant directors may rush in to ask what flags to fly over war time New York in 1917—or Abyssinian forts in 1884,—whether people play checkers in Paris, or what the fare from Paris to Cherbourg by taxicab would run to—but what's the use of describing the details of this colorful life? If Times Square ever seems dull from your office windows, come out and let us welcome you at the Foreign Department's office here."

TREVOR FAULKNER, MANAGER OF THE FILM DEPOT, VISUALIZES HUMAN PERFECTION

WHAT A MAN I WOULD BE If I had

The vision of Adolph Zukor,

The straight thinking and leadership of S. R. Kent,

The constructiveness of Jesse Lasky,

The love of his fellowmen of E. E. Shauer, The humor of A. M. Botsford,

The untiring zeal of Sam Katz,

The loyalty of his legion of Geo. Schaeffer, The quick thinking and good judgment of John Clark,

The inspiration to his co-workers of John Hammell,

The confidence of every paramounteer of Judge Frawley,

The home and two boys of Frank Meyer,

The patience of Doc. Stern,

The IT of Paul Ash,

The ability to say "no!" of Mike Lewis, The knack of talking over four phones at once

of Sara Lyons,
All the checks that Eddie Brown signs, and
A wife to share all of this with me.

TREVOR FAULKNER.

PARAMOUNT'S TOWER WINS A PLACE IN THIS BOOK

Ever since a veracious friend told of seeing the Paramount Tower from Buffalo we have been a booster for this "Eyrie of Eye-filling Encompassment." We think that the Paramounteer who unblushingly confesses to not having visited the Paramount Tower should be towed on a fishing line from the Battery to Sandy Hook and back during the middle of January, and then made to walk Broadway to Yonkers.

The Paramount Tower should be a point of Paramount pride with all of us. It dominates Times Square—The Crossroads of the World—and in its dominance it offers a panorama of surpassing beauty.

Every Paramounteer should visit it: and should see to it that his, or her, friends do not pass up what is one of the finest treats that New York has to offer—And must we again remind you that it's free to members?

MENTION. We think that more Club members have had mention in this particular issue of Pep-O-Grams than in any other issue to date. This proves above all else that 'it can be done!'—that it is possible for Pep-O-Grams to get the news. Well, henceforth every issue is going to be an Anniversary Number—it will mark the anniversary of the issue of the same month of the preceding year—and the new editorial staff is herewith advised of the fact. So when you make your New Year resolutions (tonight, which is the New Year's Eve of the new Paramount-Pep Club year), be sure and include the resolution of contributing regularly to Pep-O-Grams.

PEP-O-GRAMS AIDS UNITY OF PARAMOUNT ORGANIZATION

By B. P. SCHULBERG

General manager of West Coast production

Birthdays are milestones that mark the progress of an individual or an organization.

On this, the fourth anniversary of Pep-O-Grams, the entire West Coast studio joins with me in extending congratulations and the best of birthday good wishes to the Pep Club and its cheery magazine, Pep-O-Grams.

Unity of spirit and purpose is a difficult thing to attain and maintain in an organization that circles the globe. Yet Paramount surmounts this obstacle and presents to the business and artistic world an unbroken front, backed by an inter-departmental understanding that mocks at distance and defies all adversity.



Pep-O-Grams plays a highly useful part in this unification of our tremendous organization. To our Hollywood studios, this magazine each month brings a closeup of the activities and personnel of the Home Office. From its columns we constantly gather information and inspiration. Intimately newsy, it bridges the thousands of miles that separate the two important centers of Paramount in America.

A long life and a successful one—that is the unqualified birthday wish the West Coast studios extend to the Paramount Pep Club and Pep-O-Grams on this notable milestone of their progress.

PARAMOUNT HOUSE ORGANS LINK PARAMOUNTEERS AROUND THE WORLD

By Julian Johnson Head of Paramount's title department

The power of the press to break down frontiers and do away with the barriers of language and prejudice has been a well-known fact for the better part of a Century. But only in the Twentieth Century have great organizations realized the value of a printed organ in making one unit out of the many, far-flung units of a vast and scattered force. The part which Pep-O-Grams has played in solidifying an organization spirit in Paramount, in making its men and women everywhere known to one another -making them real-fellow workers-is well-nigh incalculable. It is an indispensable medium of thought in the Paramount institution, for, light, human and intimate as its material is, it has made us all feel that we are not only working together, but are literally working side by side, whether our desks are in Hollywood, New York, London or Berlin. It is more particularly suited to the needs of Paramount than it could be to



any other great manufacturing organization whose activities are concentrated. Paramount covers the continent, not only in distribution—as do the great manufacturing concerns in other lines—but in actual production, which is something none of the purely commercial manufacturers have to face. And it is of the utmost importance that all its men and women know each other, sympathize with each other, understand each other's prob-lems and lives. It is this human, intimate welding which Pep-O-Grams has given us something which, when we come to think of, we can't do without, and which we sincerely trust we never shall have to do without!

ENTERTAINMENT COMMITTEE

Louis S. Diamond, Chairman

The following is a brief report of the activities of the Entertainment Committee dur-

your administration:

The first official act of your Entertainment Committee was to organize the Paramount Pep Club Pance Orchestra which came into being on November 1st, 1927; at which time the first rehearsal was held. The enthusiasm the first rehearsal was held. The enthusiasm with which the members of the orchestra entered the first rehearsal indicated that the Club would have an orchestra that it could

entered the first renearsal materical could well be proud of.

The first de luxe meeting, at which the Paramount Pep Club Dance Orchestra made its initial bow, was held at the Roosevelt December 13th, 1927 and was attended by more than three hundred Paramount Pep Club members. The second de luxe meeting, at which our own orchestra furnished the music, was held at the McAlpin Hotel on January 6th, 1928. The third de luxe meeting was held on February 14th, (St. Valentine's Day) and marked the first open meeting of this administration. This meeting was held at the Roosevelt Hotel and the members were permitted to bring their friends. The music as usual was supplied by the Paramount Pep Club Dance Orchestra. The three de luxe meetings that were authorized by de luxe meetings that were authorized by the Board of Governors proved to be very popular with the members as it gave them an opportunity of meeting on a social basis with their fcllow employees.

The next function of your Entertainment Committee was the Paramount Pep Club Ball which was held at the Astor Hotel on March 23rd, and proved to be a huge success.

23rd, and proved to be a huge success. The annual Paramount Pep Club Outing was held on Saturday, June 16th and was very well attended by the membership. The Outing also proved to be very successful. During this administration the Entertainment Committee disposed of more than two thousand tickets for the Paramount Theatre which are sold to members at the rate of fifty cents each. We also distributed many thousands of tickets for the various Broadway successes which entitle Paramount Pep Club members to purchase two tickets for the price of one.

the price of one.

I want to take this opportunity to thank all the members of the Entertainment Com-mittee who have given me excellent support in the various details necessary for the conin the various details necessary for the conduct of the above affairs, and I want to thank especially Joe Wood, William McIlvain and Carl Clausen who have been particularly helpful in the preparations necessary for the various functions of the Entertainment Companies. various functions of the Entertainment Committee.

RULES COMMITTEE Leon M. Savell, Chairman

I take pleasure in submitting the report of the Rules Committee for the Club year. The Committee was concerned with the plan to initiate and propose a conservative re-vision of the Constitution and By-laws.

With a thorough appreciation of the im-With a thorough appreciation of the importance of the task, and of the divergent views of the members toward any changes whatever, we proceeded, not without planning, consultation, and considerable debate. The first draft of the proposed amendments was submitted at the July meeting of the Club. In accordance with a motion this draft was referred for further study and considera-tion to a joint conference of the Board of Governors and the Rules Committee. The Governors and the Rules Committee. The conference report was adopted without a dissenting vote at the August meeting of the

The committee members who served with me are as follows: A. C. Hollis, Vice Chair-

man; H. A. Nadel, Robert Powers, W. T. Powers, Attorney: John J. Wildberg, At-Powers, Attorney: John J. W torney; Sada Snyder, Secretary.

In closing this report, I am taking the op-In closing this report, I am taking the opportunity as a club member to express my appreciation of your services as President. During the year you displayed an interest, a zeal and a purpose always to serve the club and the Paramount organization; and your attitude toward me in my various activities was helpful and sincere. It has been a pleasure to serve during your administra a pleasure to serve during your administra-

COOPERATIVE BUYING COMMITTEE Joseph A. Philipson, Chairman

The Co-Operative Buying Committee during your administration has taken on several new lines which have been very beneficial to our members; a few of the new names added to our list are: Young Bros., Hats; Vantines, Novelties etc.; Serber Rubber Co., Auto Tires and Tubes; Bromley's, Men's clothing and haberdashery; J. M. Lyon and Co. Jewelry Co., Jewelry.

In addition the committee has held several sales during the year. A new idea for our club was put into effect last Thanksgiving and Christmas when the committee took orders for Turkeys, Cakes, Candles, Nuts, etc. on which there was a considerable saving for

on which there was a considerable setting the members.

There have been issued over two hundred orders on Alex Taylor's and Davega's for sporting goods during the year. Also a great sporting goods during the year. Also a great many cards for furniture and silverware. The National Shirt Shop reports a very good

business from our members.

The committee has informed members where to obtain merchandise (not carried on our discount list) at the most reasonable prices. Some of these requests were referred to one of our past presidents, Mr. Nadel, who very willingly took care of same. We wish to thank Mr. Nadel very much for his help.

We also wish to extend our thanks to another of our past presidents, Mr. Joseph McLoughlin, for giving the space wherein to

hold our sales.

ATHLETIC COMMITTEE Ray V. Keenan, Chairman

Below is a summary of athletic activities during the past club year. The summary, up

during the past club year. The summary, upuntil my assuming chairmanship, was prepared by Ray L. Pratt, Ex-officio:

Under the leadership of Ray Pratt the athletic season started with Bowling. A few men showed up and bowled a few nights with the ardent novice, Joe Doughney, who after a few private lessons from Teddy Lemm, turned out to be a good running mate for his tutor. The Girls bowled one night, but discontinued. Too many sore arms or fingers. Basketball was the next adventure and the bovs wearing the gold and blue showed

basketoan was the next adventure and the boys wearing the gold and blue showed themselves to be not half bad for a team with no court to carry on their practices satisfactorily. The Paramount team was with no court to carry on their practices satisfactorily. The Paramount team was placed second to Pathe in the Motion Picture Leaguc. The team consisted of Ray Keenan, Captain, J. Davis, H. Helt, E. Hollander, E. Scholz, I. Krassner, S. Clinton, Ray Eckerson, I. Alteman and Ray Pratt, Manager.

After the Basketball season, Ray Pratt was unable to continue as chairman ewing to his

unable to continue as chairman owing to his increase of Company work.

Our next activity was the outing at Indian Point. There were track and field events for men and women Pepsters. The high scorers, Edith Weber and Max Klein, each received a beautiful silver loving cup donated by the Mintz Brothers of Krazy Kat fame. Prizes for the less versatile were given out on the S. S. Peter Stuyvesant on the way down the Hudson. The ball game between the Married

(Continued on next page.)

************************* COMMITTEE CHAIRMEN REPORT TO THE CLUB'S PRESIDENT

and Single men was won by the Married men. The score was 6 to 5. Arrangements have been made for Pepsters to use the Park Central Hotel Swimming Pool, 56th Street and Seventh Avenue, at the greatly reduced price of 75 cents per ticket.

THRIFT COMMITTEE Walter B. Cokell, Chairman

The Thrift Committee was not called upon to do any general work for the Club along the lines of thrift and it was deemed inadvisable to start a thrift fund or other method that kind.

We have from time to time throughout the year, however, advised different members as

to their personal investments.

EDUCATIONAL COMMITTEE Irene F. Scott, Chairman

The activities of the Educational Committee during the past year have been confined mainly to routine work, that is to say, the collection and dissemination of knowledge valuable to those interested in courses offered various institutions of instruction the throughout the city. No specific problems of personal service have been presented to the Committee during its present incumbency.

Constructive work in the nature of courses

of instruction are practically prohibited because of the lack of adequate space, definitely assigned, in which to carry on classes. It is the helief of the Educational Committee, and recommended, that a room be provided in the nature of a study hall, in which certain standard reference books should be housed, where members of the organization personwhere members of the organization personnel could go for a period of quiet and intensive study in preparation for attendance at their evening classes. This room should be presided ever by a responsible person, to be designated by the Chairman of the Educational Committee, during certain regular stated hours after the close of office duties. Such space could also be used as an instruction room for classes which might again be tion room for classes which might again be formed if sufficient interest were manifested by the members of our personnel. A room of this sort should be regarded in the nature of a library and not in the nature of a recreation center.

A suggestion for the furtherance of interst in educational pursuits recommends itself in the idea that certain promising younger members of various departments should be definitely groomed by courses of academic or technical instruction for promotion and more responsible positions. Department heads should make recommendations as to likely candidates and definite lines of study in par-ticular fields for which they consider the individual best suited, such recommendations, after consideration by the Educational Committee should be recommended for final action to the Board of Governors. If an initial expenditure be made from Club funds for matriculation, laboratory or other fees any recipient of such benefits should be in honor thound to render his services to the Corpora-tion for a period of at least one year upon the completion of his course of study, and if such faith be broken he should be held re-sponsible for the reimbursement to the Club treasury of any sums it may have expended in his behalf. This is only a very general, tentative outline of a suggestion which if deemed practical and acted upon favorably if by the Board of Governors could be worked out in final detail.

The general personnel of the organization does not seem to be interested in mass instruction. This may be due to some inherent fault in the policy of the Committee of which, because of our proximity to it, we are una-

ware. It is a pleasure, however, to report that a goodly number of members are pursuing courses of study of their own volition and entirely independently of the Committee. With this fact before us it seems that should be done whereby these something individual efforts should be made more valuable to the Corporation at large and not just so much scattered energy expended which may or may not be used to the greater glory of Pep Club and Paramount.

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MEMBERSHIP COMMITTEE William Goldstein, Chairman

Following is a summary of the Membership Committee's activities during the past year.

We secured 138 new members during the past year.
We secured 138 new members during the period including the September 11, 1928 meeting and we have 72 more applications from employees to be proposed at our next regular meeting on Tuesday, October 11, 1928. Exclusive of the October proposals, we now have a membership of 700.

The Committee has co-operated with the Entertainment Committee in the handling of the tickets for the Movie Ball held on March 23, 1928 and has also acted as tellers and tally clerks at our last election held on September 25, 1928.

We were pleased to have served in your administration and sincerely hope that we have functioned for the best interests of the Club.

WAYS AND MEANS COMMITTEE Morris H. Simpson, Chairman

The Ways and Means Committee, appointed to provide suggestions for increasing the Club's revenue, did its most effective work under the leadership of Mr. Leon M. Savell, Temporary Chairman, during the writ-

ther efforts to provide funds needed to finance the Cluh's activities.

PEP-O-GRAMS REPORTING COMMITTEE

Jerry Novat, Chairman

We give you herewith report of the activities of the Reports Committee.

Some wise man once remarked: "No news is good news"....but that man didn't know

Pep-O-Grams.

To issue a publication such as our Pep-O-Grams-to continue each month have its contents interesting, informative and diverting is no easy task for any editor. To lighten our editor's burden as much as we possihly could, the Reporter's Committee endeavored to transmit to him such information, data, news and gossip pertaining to the Paramount-Pep Club and its members which would be appropriate for this publication. We have tried to fulfill our duties as well as we could, to be of some aid to the editor. hope we have done just that.

In my capacity as Chairman of the Reporter's Committee, it has been my good fortune to be the recipient of much news and gossip —uncensored. And what a pleasure! Since learning of the numerous advantages to my post, a number of persons have applied for the position, and I've received no less than three attempts at bribery. Imagine! But, who wouldn't crave the chairmanship of the Reporter's Committee when "Good news is

no news (to print)."



GOOD WORK DONE BY 1928 ELECTION COMMITTEE

Here are the spirited members of the Committee which officiated at the election of the new administration. In the front row, left to right, are: Daniel O'Neill, Edward Burger, Leon M. Savell, Chairman; William Goldstein, Vice Chairman, Owen McClave. In the back row: Bert Adler, Edwin Jones, Jack Pindat, M. M. Hodge, Charles Ross, William Hecht, John Guilfoyle. Missing from the group are Gus Harding, Henry Levaca, Mortumer Lowe.

THREE WORTHY WORKERS

Three Pepsters who have worked indefatigably behind the lines and behind the scenes during the past year-and who have given endless time, patience and zeal to the Club's interests-share this column.



Lillian Stevens

Lillian Stevens, as secretary to President Trotta in his capacity as Art Manager of the Paramount organization, has splendidly shouldered a tremendous amount of work for him in his capacity as President of the Paramount-Pep Club. this she is entitled to very sincere vote of thanks from the members of Club, a vote which these lines presume to pass on be-half of the members.

Hundreds, literally, of the

Club's members have importuned a colossal amount of the spare and other time of Lewis F. Nathan, official photographer to the Paramount and Publix organizations, and official photographer to the Paramount-Pep Club. In his little set of rooms up in the air over the Crossroads of the World, Lew has worked day and night in the Club's interests, and he sure is deserving of a great big hand from the members for the great work he has done for them, not only in this issue of Pep-O-



Lew Nathan

job which the wildest steer-dogger of Wyoming would shrink from in fear and n in fear and After the job trembling. was completed Henry took a census of the 'gray' hairs and found that their number had been added to by three hundred and forty-seven. hearty vote of thanks can hardly compensate him for these-but it will help.



One of Lew's trustiest lieu-

of

Henry Gray

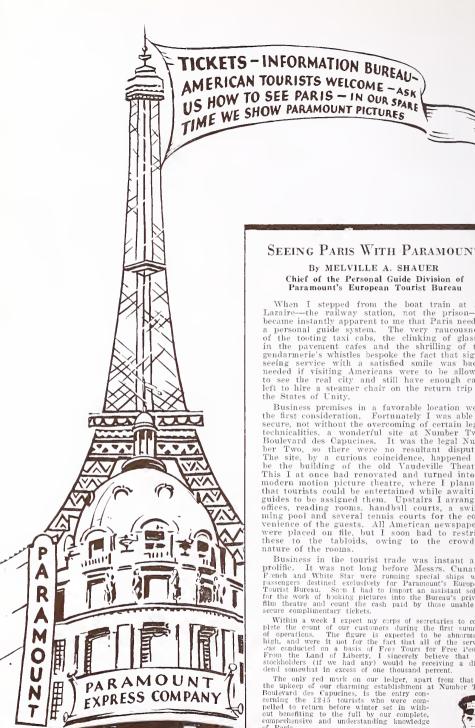
AMONG OUR AUTHORS

RUSSELL HOLMAN, who has freeviewed in this issue our own Presidential campaign, is not only the Advertisement Imaginer of Paramount Effell Corp., but is also the fabricator of books. Chief among these might-and will-be mentioned "The Fleet Sin," appropriately founded on the maritime career of Claret Bow, and "Speaky," a silent screamer starring Harral Oid. Monsieur Holman, a wit who would have shamefully wilted the late Lord Chesterfield (not the cigarette inventor), made adequate prophecy of the new order of motion pictures by several years ago establishing his home at Sound Beach, Conn.

THE YEAR IN REVIEW

By Vigy





SEEING PARIS WITH PARAMOUNT

Chief of the Personal Guide Division of Paramount's European Tourist Bureau

When I stepped from the boat train at St. Lazaire—the railway station, not the prison—it became instantly apparent to me that Paris needed a personal guide system. The very raucousness of the tooting taxi cabs, the clinking of glasses in the payeruent cafes and the shrilling of the gendarmerie's whistles bespoke the fact that sightwith a satisfied smile was badly needed if visiting Americans were to be allowed to see the real city and still have enough cash left to hire a steamer chair on the return trip to

Business premises in a favorable location were the first consideration. Fortunately I was able to secure, not without the overcoming of certain legal secure, not without the overcoming of certain legal technicalities, a wonderful site at Number Two, Boulevard des Capucines. It was the legal Num-ber Two, so there were no resultant disputes. The site, by a curious coincidence, happened to be the building of the old Vaudeville Theatre. This I at once had renovated and turned into a modern motion picture theatre, where I planned that tourists could be entertained while awaiting Upstairs I arranged offices, reading rooms, handball courts, a swimming pool and several tennis courts for the convenience of the guests. All American newspapers were placed on file, but I soon had to restrict these to the tabloids, owing to the crowded

Business in the tourist trade was instant and Business in the tourist trade was instant and prolific. It was not long before Messrs. Cunard, French and White Star were running special ships with passengers destined exclusively for Paramount's European Tourist Bureau. Sorn I had to import an assistant solely for the work of boking pictures into the Bureau's private film theatre and count the cash paid by those unable to secure complimentary tickets.

Within a week I expect my corps of secretaries to complete the count of our customers during the first summer of operations. The figure is expected to be abnormally high, and were it not for the fact that all of the service was conducted on a basis of Free Tours for Free People From the Land of Liberty, I sincerely believe that our stockholders (if we had any) would be receiving a dividend somewhat in excess of one thousand percent.

of Paris.

Next summer the offices of the Paramount European Tourist Bureau will be stationed on the shores of Lake Baikal—if you know where that is,



Items From Overseas



A CHAPTER IN THE LIFE OF VALLAYE GILLETTE, A GAY BLADE

By MELVILLE A. SHAUER

Written from London Expressly for Anything Else But this Issue of Pep-O-Grams

Just to show one how he must never go back on a sìogan, once established: in Milan last week, I had a few razor blades to dispose of. Alas! Alack! and Aldeanc! and other ex-pressions of dismay at not following a trade mark, (meant in complimentary sense as far as Aldeane is concerned), Milan has no ocean for o.r.b., or any other things.

Unfaithful to my trust (and rust), I left a packet on the wash stand of my room. Yesterday, on the Channel boat Frank Meyer found a packet of old razor blades in his overcoat pocket and asked me if I had put them

there. I hadn't: but deductions soon elicited the following hypotheses.

When we left Milan we had sent upstairs for our bags and coats. Some bright Milanese bellhop thought (apparently) that someone had forgotten a share of U.S Steel and crammed it honestly and forthwith into the nearest coat pocket.

Moral—The o.r.b. found their watery bed in the Channel. I am fated, it would seem, to line the bottom of the Atlantic and its tributaries with the thin chin-scraping flakes of steel.

Barber to Neptune, says I!

LONDON'S PEP CLUB SENDS US GREETINGS

The Paramount Club of Great Britain and Ireland sends hearty greetings to the Paramount-Pep Club of New York City on the occasion of its anniversary, and to "Pep-O-Grams."

We have watched with great interest the marvellous growth of this wonderful body; the forerunner of similar social organizations which now encircle the globe.

In seven years the Pep Club has achieved magnificent results. That spirit of good fel-

lowship for which it stands is the very driving force behind the success of the Paramount organization.

We have had the pleasure of meeting many of your members both in this country and in America and every one has been a worthy ambassador of your famous club. With every good wish for your continued

success.

A. O'CONNOREditor "100% Program Drive"

DICK BLUMENTHAL WRITES FROM THE SOUTH OF FRANCE Letter dated September 20th at Cannes

Having a request from the editor to write a few words on any old subject at all for the Anniversary Number of Pep-O-Grams might be all very well in its place: but when one is down in this Country of Convalescence, after having played tag with the biggest wooden and silver-handles maker of the Morpheus Clan, one might pardonably be excused from writing one's thoughts for a little while.

Moreover, when one is accustomed to seeing, parading along the Promenade of this City of Cannes every morning such promising young literary lights as George Bernard Shaw and Michael Arlen, one feels a sense of flying in the face of the sun in the mere action of setting words to paper.

But something has to be done; and easily the

finest thing I can think of is that of using this medium to extend my really heartfelt thanks to all of those splendid Paramount-Pep Club members who have helped me more than they can ever know with their cheery and newsy letters and their expressions of good wishes. To many I have not yet replied—it has been physically impossible for me to do so—but I feel in some way that I shall be forgiven for this. I had better be: there are so many other things that I still have to be forgiven for.

At all events, friends, by the time this inadequate little screed reaches print, I most sincerely hope to be back at the desk in the Paramount in Paris once more, helping to prove to the world that if it's a Paramount picture—in Paris the same as everywhere else

-it's the best show in town.

MOTION PICTURE HOUSES TO ASSIST RED CROSS MEMBERSHIP ENROLLMENT BY EXHIBITING SPECIAL FILM

Written Expressly for Pep-O-Grams by The American Red Cross Society, Washington, D. C.

Recognizing the value of motion pictures as a medium of reaching the public in the most effective manner, the American Red Cross this year will utilize the vast powers of the picture theatres in their twelfth annual Roll Call, during which it is hoped five million members will be enrolled throughout the nation.

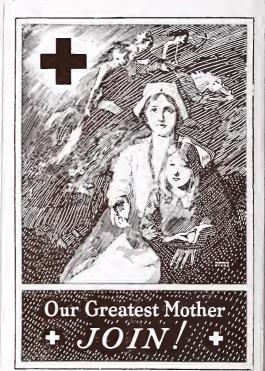
The public will be reached through the American Red Cross "trailer," which motion picture theatres throughout the country will embody in their screen programs during the Roll Call period, November 11 to 29, inclusive. Uncounted thousands will thus see the Red Cross message.

This trailer, which is not lengthy, will depict something of Red Cross services, especially in the field of disaster relief, in which the Red Cross is supreme; it will convey through reproductions of its striking posters, the message of what membership in the Red Cross means to the individual.

These posters include one by Lawrence Wilbur, symbolizing in picture form the idea of the United States and the Red Cross as "Partners in Service." This is the third consecutive year in which Mr. Wilbur has furnished the motif for the Roll Call poster. The other painting to be reproduced is by Cornelius Hicks, and while it is his first design for a Red Cross Roll Call, he has caught the significance of Red Cross service in every detail.

This design pictures the services rendered by the American Red Cross in disaster emergencies; a symbolic figure in Red Cross uniform, with a child, against a background of storm-ridden skies.

While the cooperation of motion picture interests is of the greatest importance in the Roll Call, they have



WHEN DISASTER RIDES THE SKIES

The poster which Chapters of the American Red Cross will display throughout the country from November 11 to 29, inviting the people to join the Red Cross for another year, symbolizes the services of relief and rehabilitation provided by the "Greatest Mother" when disaster strikes. Throughout the past year the Red Cross has been engaged continually in disaster relief work at home and has extended assistance in many catastrophies abroad. The very appealing poster was painted by Cornelius Hicks.

manifested the same willing spirit on various other occasions, especially during those great disaster relief operations such as the flood of last year and the disastrous West Indian hurricane of last month,

CAMPAIGNING WITH FRAWLEY

By Russell Holman

(Special correspondent for Pep-O-Grams attached to the G. B. J. Frawley-for-President Special Train)

laughter, jeers.)

Now that Honest Judge G. B. J. Frawley has been elected president of the Paramount Pep Club, Ink, I would like to discuss briefly those high points in the Judge's campaign which, in my opinion, won him his office.

Judge Frawley's three terms as governor during which, despite the efforts of the auditors, he was never caught in any delinquencies of a serious character, proved his capacity as

an administrator.

His opening speech at Manhattan Transfer, where he boldly came out for Childs' beans as "a noble experiment" and good for the constitution, while alienating a portion of the spaghetti-bound Sardi vote, unquestionably won him a host of friends. His denunciation of girth control in this stirring address also caught the fancy of big bodies of men and two men.

Boldly invading the Great West, Judge Frawley in his next speech at Hoboken vehemently attacked the "whispering campaign" the opposition had launched against him. He spiked the widely circulated rumors that at the banquet following the distribution department convention at Washington he had been observed eating the dinners of two absent banqueteers in addition to his own meal and that at the end of the banquet he had to be supported by two bottles of bicarbonate of

soda. He also denied the slander that he wears red suspenders and smokes El Fumigato cigars.

Continuing his tour in his special train consisting of three box cars, a caboose and a switch engine, with sound accompaniment by the Publix music department, Honest Judge invaded the Warehouse like a truck of twenty-four sheets. Here he reviewed the oil scandal of the last administration, citing how ex-President Trotta had oiled his hair with oil brought from the barber shop in a little black bag. "Does Trotta disclaim responsibility for this oil in his teapot dome?" roared the Judge while he strummed the zither which became

Returning to his office, puffing but triumphant, Judge Frawley dictated a twenty page letter on Form 1198-BX endorsing Indian Point, inaugural dinners, balls, the Hanff-Metzger Bill, Paul Ash and anything else he could think of

(Applause.

in the limited space at his disposal.

When the voters had read all of

the symbol of his campaign.

When the voters had read all of this, they tottered exhausted to the polls and east their ballots against Judge Frawley.

With his usual coolheadedness in an emergency, Honest Judge yelled for a flock of waste baskets, threw the ballots into them, wrote new ballots and won the election.

HOW I BECAME VICE PRESIDENT

By Edward A. Brown

Cashier of Will Rogers' Anti-Bunk Party

The desire to become Vice President of something or other was an ambition of my youth, antedating even the desire to grow up and have a waxed mustache. I think I even had the longing to be a Vice President before I knew what a Vice President was. As I grew up and heard more about Vice than Vice Presidents I still wasn't deterred. And now that I am a Vice President I must confess to a huge relief in finding that it has distinctly and decidedly nothing to do with Vice.

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My plan of campaign to attain to this new dignity eame about more by good fortune than by judgment. In my post as cashier of the Corporation (before allying my spare time with the party of Mr. Rogers), I had observed that green memoes of notification from Paramount Famous Lasky Corporation to the Chemical National Bank had a large open space left blank in the bottom right hand corner. There were many books of these forms stored in the strongroom and it seemed to me a shame that

all of these forms should be going out with that space left unfilled.

It was then that my desire to be a Viee President got the better of me. I decided that I would be a Vice President, but that first I should have to make myself known—to make my name a household word—a name that everyone could bank on. Accordingly, I spent a great many Saturday afternoons writing my name on the spare spaces of the green forms, and when I had completed this campaign of publicity and watched the distribution of the forms twice a month for almost a complete year, I announced my candidacy for Vice President.

The remainder of this story is already history. I shall, however, in order to keep my name before you, continue to utilize the spare corner of the green forms as I have been doing in the past, for so long as this action might be deemed necessary.

TRADE MARK SYMBOLIZES PARAMOUNT-PUBLIX UNITY



By SAM KATZ, President of Publix Theatres Corporation

"Publix is cognizant of Paramount's needs, and everyone must recognize it as part of our 'one big family' wherein we are all working for the common good."

THE above was portion of a message written over my signature and incorporated in a recent issue of "Publix Opinion," official organ of Publix Theatres Corporation. The article was

headed "Paramount Trade Mark Ordered in All Publix Newspaper Ads."

It seems to my mind eminently fitting that the Paramount Trade Mark should serve as the greatest symbol of unity between these two great organizations of Paramount and Publix. From the days of its very inception more than fifteen years ago it has carried the prestige, power and popularity of Paramount into all parts of the world; and in the United States, as elsewhere, it has made the word "Paramount" synonymous with the finest in motion pictures.

And if the Paramount Trade Mark symbolizes the organization as a world institution, the Paramount-Pep Club is the symbol of its spirit. Here in a club of a thousand members we find the personnels of Paramount and Publix merged in the happy and successful pursuit of the finest types of ideals. Its very name shows that it is both "paramount" and of Paramount; while its success is measured by the fact that it steps tonight beyond the completion of its eighth year into a finer and even more promising ninth year of service to the spirit of the Company.

It is a very vital service, too. Day by day the scope and importance of Paramount and Publix is increasing. Day by day, new requirements conscript many from the ranks and thrust them into the larger duties and responsibilities that carry them another long step in their careers. All about you are the signs of opportunity in these two organizations.

Opportunity has its component parts of Ability and Fellowship. One must have these both to progress: to have Ability and not Fellowship—and by that I mean the admiration and respect of one's fellow workers—is simply to go so far and no farther. The same holds true with the man, or the woman, who has Fellowship and not the requisite Ability to forge to the top.

It has been in the merging of these two vital factors that the Paramount-Pep Club has played so important a part. In its associations it has brought out all of the good traits of its members and has fused them into a spirit which in serving the Company has also served the member to just as great a degree.

As members of this Paramount-Pep Club—the Club of Paramount and Publix—you should forever remember this. It serves more than ever to show that the Club is as imperative an ingredient in the organization at the Crossroads of the World as the Paramount Trade Mark is to the organization which encompasses the world itself.

PERSONAL PARAGRAPHS
Listed without discrimination in order to make for the most general reading. Published in all good faith, and trustingly submitted with the hope that none will be offended and all will be entertained.

Surprised looks were quite the fashion for Ena Balmer on a recent Thursday evening when the girls of the Publix Filing Department tendered her a dinner and a miscellaneous bridal shower at Peter's Blue Hour. The blushing bride-to-be was the recipient of many beautiful and useful gifts. The only missing article was the inevitable rolling pin, for which Teddy of the Accrual Department

was truly thankful.

THE SPIRIT OF JEST IN THE FILM RENTAL DEPARTMENT. Charles Eich always scours Sixth Avenue for the latest styles. He is rather Chesterfieldian—he satisfies.... Mae Burke and Sadye Gartner—the long and short of the department....Sam Bottleman is spoken of as a refining influence. He takes sugar with a little coffee on it....Richard Sheehan, our gate-crasher, did his act at the Olympia Theatre in Boston and succeeded. There is only a slight difference between the world's greatest gate-crashers: one of them has only one eye....Dave Cooper is rather Spanish: the way he throws the bull is an art ... Carroll Peter Donnelly has returned from his vacation....In quoting the first word of "Speed" Bressler there is enuf said....We nominate Joe Hahn as a Ramon Novarro double.

The Misses Murphy and Stolfi have resumed their favorite positions on the Eighth floor

after much needed vacations.

Seems that Dan Cupid's arrows are working overtime. Dan has gone and fired one of those doggone things right into Doris Martin's The first name of the lucky boy is heart.

THE FILM RENTAL'S "WONDER" DE-PARTMENT (According to S. G. I.). Just when tonight's gala event was drawing nigh we were all beginning to wonder:—Charlie Eich was wondering where he would get the wherewithal for his twenty-third suit, Mae Burke was wondering which boy friend she wanted to meet her, Dave Cooper was wondering what his girl friend would say when she found she had to come up alone, Sadye Innerfield was wondering how her new creation was going to turn out, Dick Sheehan we think was wondering about May, George Bressler was wondering what his first Inaugural Dinner was going to be like, Sam Bottleman was wondering if Dick was wondering about May, Joe Hahn was wondering who he was going to sit next to, George Rogers was wondering how we were all going to behave. (And now the

editor wonders how all the wonders worked

We give you the following Japanese motto because it was sent along as a signed contribution: "A woman's tongue three inches long can

kill a man six feet tall.'

Rose Eidelsberg recommends her latest vacation. A thirteen day boat trip via the Mallory Steamship Line, between New York and the Lone Star State. A short stop is made at Key West to help quench thirsty throats, and a day and a half permits the round-tripper to take in the sights that Galveston or preferably Houston has to offer.

Henrietta Betchuk of the Publix Accrual Department also made this ocean cruise and forunately did not come into the area disturbed by the recent hurricane. She reported a very pleasant voyage on her return, but her

type would, and no maybe about it.

12th floor News-O-Grams....Where did Mollie get her windblown? Looks like a cyclone hit her....Arthur will have no excuse for being tary since his sister presented him with that alarm clock he wears on his wristSchool days! Ask George, he knows.... Catskills have quieted down again now that Eileen has brought her vacation to a close.... It won't be long now, will it, Mary? Let us in on it....Watch May tonight, she has a habit of taking flowers from tables....Oh, my operation (famous words)....It's good to be Take Joe, for instance. He was in small. the subway accident and got out without a hair being harmed....Billie Dwyer has returned from his vacation. My Goodness! He's acquired some more freckles....Lend me this, lend me that, Irene....Laura changes her hair comb so often we're beginning to think she's Lon Chaney....Pauline got herself engaged and out of it all in one day. Did she keep the ring? Don't ask!....Evidently Henry believes in "Sweets for the sweet"....Polly is now known as the Prima Donna of the 12th floor. Don't get jealous now, Adelaide.... Victoria still has "It"....Sorry we can't get a line on Mary and Tina, they sit too far backAlice Fischer (a former Paramounteer) entertained recently on her yacht Amphion." A very enjoyable time was had by all, swimming and the like, but by far the most enjoyable event of all was a very delightful sail up the Hudson, during which dinner was served by Mrs. Fischer, a charming hostess. Those who attended were Irene

(Continued on next page)

PEP-FILLED PERSONAL PARAGRAPHS, Continued from the Preceding Page

Sweeney, Amy Press, Tina Gurvey and Laura Alice's only regret was that more of the girls were unable to attend....Did you ever hear the two song birds, Eva Rigney and Ethel O'Gara....John Gentile seems to have let his hair grow to a "boyish"....Mae Strup is always thinking of her "Al" (not Al Smith)Being hard to separate Moe Levy's dummies, the same occurs with Mortimer Cohn who misses his partner Irving Cohen, who's on his vacation...The famous words from Anna Stumph are "Have you anything to eat?"Why does Rose Boyle eat at Childs?.... Jean Cadger has been studying "Facial Expressions." Pola Negri won't have a chance from now on....Helen Wawzycki keeps the boys supplied with kisses (the candy kind)Since the Paramount Pep Club Orchestra has started its new activities, we find Willie Gold practicing on his flute....It seems Rose Mirell's pastime is to see Motion Pictures; she's always talking about them....Miriam O'Connell had to pay her own carfare for the two weeks he was away....Amy Press was a bridesmaid at a wedding recently. What's the good word, Amy?—And so on—and so on.



IN PERSON. Our views above are of personalities represented on this page. At the left is Maxine Kessler, who has written one of our features and has in turn had an interesting story written around her. The young lady with the smile (this is a shipboard picture, and we don't dare show the remainder of it) is Henrietta Betchuk. The only male in the group is Charife Iacona. And that leaves the remaining member of our gallery to be identified as Syd. Hacker.

M. K. B. (AN APPRECIATION)

Should you glance in the book of "Who's Who" in Publix, you would find the name of Miss Mamie K. Baker written in large, bright letters. Why not?

Mamie has been connected with the organization since 1920, and in those eight years has never been away from the office for a single day on account of illness, or otherwise.

Aside from her good record of attendance, her conscientious attitude towards her work has caused her to miss two vacations. But M. K. B. doesn't grumble. Her genial disposition and her good work have made her one of the best liked and most valued employees of Publix.

"W. B. FOR M. K."

We have with us today in the group on this page—Maxine Kessler—one of Pep-O-Grams "Peppiest" Reporters, and Dancer Extraordinary.

For some time Miss Kessler has been acquainting the Editor with events in the line of engagements and weddings occurring amongst the Coworkers of the organization, but this

time the "scoop" is ours.

On the 10th of September the above mentioned young lady celebrated her Birthday—and Jules L. Slater presented her with a beautiful square solitaire which adorns the second finger of her left hand.

All her friends and co-workers join in extending their very best wishes for the future happiness of Maxine

and Jules.

—S. C.

Did You Know That————

(According to Maxine Kessler)
Ena Balmer will henceforth be known as
Mrs. Ted DeBoer? That Ena and Ted
were married on September 22, and are now

honeymooning in Bermuda?

Bert Adler's sister was recently engaged
—and that Bert had to invite some one

else's sister to the Dance?

Estelle Jacobs possesses a most genial disposition, and is seldom if ever, seen in an angry mood?

Frances Gashel was vacationing at the Napanach Country Club at the time of the recent flood there—and that many of her beautiful dresses were destroyed?

Charlie Iacona (the Adonis of our office_boys), never had his name mentioned

in Pep-O-Grams before?

Rosalind Schiffman, one of our new Pepsters, recently became engaged to Morton L. Kirsch?

Fanny Shwartz is greatly attracted to Boston? That she spent part of her vaca-

tion there?

George Bressler is a real hero to Sayde Innerfield and Ye Scribe—because many a morning he saved our lives with a piece of Bracer chocolate?

Henrietta Betchuk was returning from Texas during her vacation, and was on the wild seas off the Coast of Florida when the terrible hurricane occurred—and that 'Henri' never expected to come back to the Crossroads of the World?

Syd Hacker and Betty Whalen now answer to the distinguished title of "Auntie" to the two cutest babies in the world?

Nick Hernkind was the "All around man" of the Disbursements Department during vacation time?

Dora Lipschutz has been transferred to the Production department?

PEP-O-GRAMS Page Forty-four

ADDITIONAL NEWS OF INTEREST TO PEP-O-GRAMS' READERS

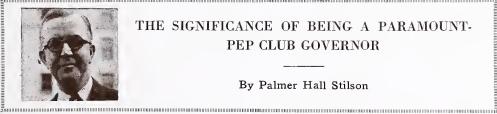
EIGHTH FLOOR QUIPS (By Hank)

Been silent quite a while. Not enough news to warrant taking up space in our magazine. Everybody back from vacations now. Should be plenty of gossip loose. As a true Pep-O-Grams reporter it is my duty to harness all the talk for publication Alice Irene Kelly taking on weight again. Takes away some of her per-Shouldn't. sonality....Dorothy Blatchford been seeing an awful lot of a certain young feller named "Hap."..... Eve Ettinger walking around, and singing, too. Maybe?.... Madge Drake is acquiring quite an acquaintanceship among the elite of the stage, screen and newspapers. Insists that she be called Miss Margery Isabel Drake A certain dark handsome young man in the foreign department seems to be head over heels in love with a beautiful brunette in the eighth floor squad George E. Planck back from his vaca-Visited a number of middle Atlantic tion. states with the wife and the fast-growing daughter.... Next time you pass that stranger in the Publix advertising department drop in and say "hello". His name is Teddy Ferro At a recent vote of whom they considered the most popular visitors to the Publix publicity and advertising departments, the staffs selected as their choice Mrs. Chalmers Traw, Larry Shead of the Rivoli, and Alfred Fitzgerald Jones of the Bring the pay checks, you Paramount. know....Gus Gabriel lost every bit of fortythree cents on the recent world series..... Gus Grist rooted for the Yanks 'till he was blue in the face.....Gent calls up Mr. Moon's office. Peggy Mahoney, secretary,



KENNETH SHAUER. Here is a charming Frank Meyer portrait of the talented son of Melville A. Shauer-and grandson of Emil E. Shauer-taken in the Paris home of the director of Paramount's European theatres. The portrait, moreover, was an interior, and the fact that it was taken with an average Kodak is certainly a tribute to the photographic skill of Frank Meyer. Kenneth Shauer is already an accomplished linguist and can carry on long conversations in French.

tells him Mr. Moon is out of town. Caller asks where. Peggy says "Tudor City." Russ moved there recently.



THE SIGNIFICANCE OF BEING A PARAMOUNT-PEP CLUB GOVERNOR

By Palmer Hall Stilson

The Board of Governors of the Paramount-Pep Club is a group of representative members, whose duty it is to debate important questions and arrive at decisions which will work to the welfare of the entire Club personnel.

It is the mouthpiece of the members and by careful deliberation of the Nominations Committee each and every year, names are sub-mitted for approval of the Club at large and for election to this governing body. From this we see that the policies of the Club are executed and proper representation maintained whereby all inter-company departments have a voice in the general activities.

One of the highest honors we members may bestow is to elect a fellow worker to the Board. This mark of approval is unique in that the gift is not restricted to any special group of persons. While it is customary to reward our retiring presidents, in recognition of faithful service, by promotion to the board, still the Club personnel can likewise elevate from its ranks, members distinguished for diligent service or especial accomplishment.

Therefore, look well to your governors, support and encourage them with your advice and respect. Of necessity our Board must have an intimate knowledge of all the workings of our wonderful Clan and keep its finger on the pulse of our activities and desires.

Review of the persons who have constituted the Governors in preceding years will refresh your memories with meritorious labor and deeds well done. May our august body prosper and the true meaning of Pep be defined-Perpetuate Evermore Paramount.

FAMOUS PEPSTERS ENDORSE NATIONALLY ADVERTISED COMMODITIES AND INSTITUTIONS

(Illustrated evidence on the opposite page)

John D. Clark, seen invoking the earth in the top right picture, says: "For many years the lettuces in my garden would not grow, but after a little treatment with your Non-Slice Hoe I find that they now allow me a little time for a drive once in a while." Revealed in the circle is Eugene J. Zukor. "Where would a sailor be without his Waterman's Fountain Pen?" asks Mr. Zukor, and pauses anxiously for some sort of a reply. Revealed nautically in the scene below is Melville A. Shauer, who vouchsafes this information: "I would not be without my Music-from-a-Buzz-saw outfit for the world. However, I am not authorized to speak for my friends." "I wish simply to state that my Babee Ruthee Cap gives every satisfaction," writes Charles E. McCarthy, who enclosed characteristic snapshot for evidence. "Campbell's Soup is seven cents a can, and twelve cents west of the Rockies." writes Palmer Hall Stilson. His photograph (reproduced) does not say whether he is a customer of Campbell's, or whether he regularly goes west of the Rockies. The group of three contains the first published photo of Tessie Klausner (center) of Rhode Island, the 1927 winner of the Saturday afternoon section of the Saturday Evening Post subscription collection campaign. "The tonal reproduction of the new Orthophonic Victrola is something beyond belief," writes John B. Nathan, always a stickler for the truth. (John is the one with the hat on). "We owe the secret of our youth to Barbasol: the minutes a day it has saved us in years has been incalculable," write Messrs. Ralph Kohn, Emanuel Stern, Joseph Seidelman, Albert Kaufman, Eugene J. Zukor and Melville A. Shauer. "Lucky Strikes soothe the wind and sharpen the eye," is portion of a tribute paid to a luscious leaf much toasted by American celebrities, and here endorsed at the Polo Grounds by Eugene Zukor, Dr. Stern, and another gentleman. Modestly posing, with the instruments of his trade un-

FRIENDSHIP

By Richard G. Engel

Most wonderful gift of God—
Stronger than Atlas—
Welded together not with steel—
Bound by our heartstrings—
Broken by envious untruths—
Mended by faith—
Strengthened by love—
Carried to the last breath—
Then to the mansion of our Great Maker.

der his arm, Vincent Trotta wrote as follows: "They laughed when the waiter spoke to me in Bulgarian—but because they were my friends they lapsed into shame when they found I couldn't reply." In the lower left corner, with a police whistle in his mouth, is Tom Walsh. "Up to the time of eating Fleischmann Yeast," writes Mr. Walsh. "I had always depended upon Socony Gasoline to drive my car. Your yeast was so invigorating that I find I can now dispense with Socony altogether and secure practically the same mileage." Harry A. Nadel writes: "In all my experience of dealing with the Siberian Chamber of Commerce, I have never known a cap to give such utter satisfaction as the one I am here shown wearing. I would gladly endorse it further, but I have forgotten the name of the maker of it." "When I consented to pose for this picture of overcoats," writes the gentleman in the second last scene, "it was understood that my name was to be kept out of it." It was—and so was the overcoat. "Gotham Gold Stripe now has fifteen service stations where runs may be checked," writes Miss Sadie Spitzer, one of the original Gold Stripe Girls.

(Note: There will be more of these series—but not for a very long while)

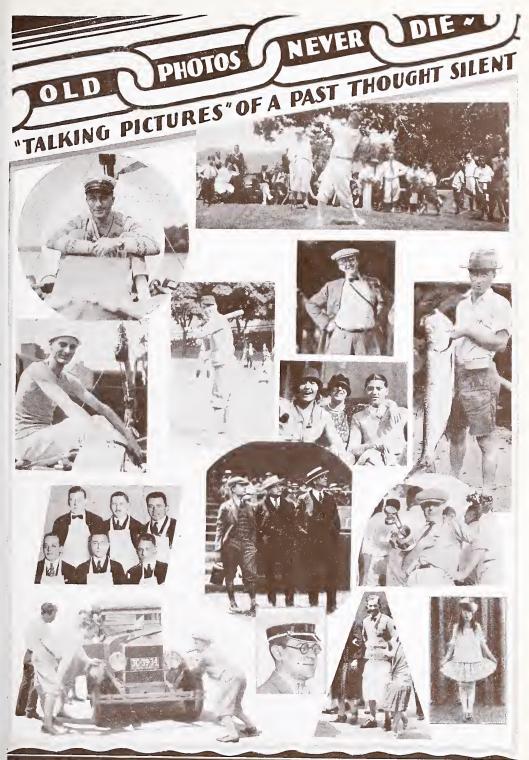
"I'LL NEVER FORGIVE YOU FOR THAT!"

It really ought to be set to music, or woven into an epic poem—this rebuke that the editor has encountered for the past year and a half.

"I'll never forgive you for publishing that picture of me!"—"I'll never forgive you for that article in which I was mentioned!"—"I'll never forgive you for misspelling my name!"—and so on and on, far into the day, and next day.

But the editor is hard-boiled. He had to be—that was the first qualification of being an editor. So the rebukes became rhymes and the snootiness became transformed into sonnets: and now that the year and a half of bluepencilling has come to an end the editor passes out of the picture, a smile perchance playing around his left ear—and a vast wave of unforgiveness forever racing at his heels.

Oh, well—isn't life like that!



Exaggerated Stories of these events appear on the opposite page .

THE TEN BEST JOKES OUR SCISSORS FOUND

A shingle, a cigarette, and knickers make a lot of difference, but they don't fool a mouse.

—Friscoe Magazine.

"You're positive her accident was faked?"
"Sure, she said her heel caught in the hem of her dress."
—Author Unknown.

Vocal Progress

(From the Kansas City Star)

Before they married he talked, she listened. First year after, she talked, he listened. Five years after, they talked, the neighbors listened.

Back to Eden

(From the Montreal Star)
If the size of women's clothes keep decreasing, 1932 will probably be called Leaf Year.

Valuable Information

Judge: "Your wife says you have her terrorized."

Prisoner: "Honestly, your honor, I--"

Judge: "I am not asking this in my official capacity, but as man to man how do you do it?"

—Oral Hygiene.

Patient: "Doctor, what are my chances?"

Doctor: "Oh, pretty good, but don't start reading any serial stories."

She: "This paper says that in parts of the East a good wife costs fifteen shillings. Disgraceful!"

He: "Well, a good wife is worth fifteen shillings, isn't she?"

Cautious Lover (with limited income): "Tell me, dearest, are you very fond of clothes?"

The Beloved: "Clothes! My dear boy, I'm the dowdiest little old-fashioned trump. No, my vice is pearls."

"Iust a minute, mister."

"Yes?"

"My wife's starving."

"So's mine," responded the affable millionaire. "It's tough on the girls; but it's the only way to get a fashionable figure."

"My wife explored my pockets last night."
"What did she get?"

"About the same as any other explorer – enough material for a lecture." —Judge.

NOTE—The following information has been extracted from several notices which have been sent the Educational Committee of the Paramount-Pep Club and is published at the request of the Chairman of that Committee, Irene F. Scott. It is felt that there is much that will be news and of interest to Pep Club members in this information.

MLLE. DECOSTELLO'S SCHOOL OF DRAMATIC ART 307 West 79th St., New York City GUARANTEES

TO PREPARE YOU FOR ANY BRANCH OF THE THEATRE

INDIVIDUAL TRAINING AND CLASS INSTRUCTION PRO-VIDED UNDER THE TUITION OF EUROPE'S FOREMOST TEACHERS OF THE THE-ATRICAL ART

Among the special evening courses, given daily from 6:30 to 9:30 are: The Technique of Acting, Preparation for the Musical Comedy, Pantominic Expression and Movement, Correct Speech for the Speaking Stage, Voice Culture: Stage and Talking Pictures, The Ballet, Corrective Gymnastics.

Each course provides for private performances under the personal observation of the instructor and demonstrations for the class by every student. Artistry, personality and poise are the three fundamentals stressed.

SPECIAL FALL RATES: Term of 10 Lessons, \$15; 20 Lessons, \$25. Duration of lessons, 1 hour.

FRENCH and SPANISH TUITION

1. Private Lessons. TERM OF 20 LESSONS: One Person, \$45.00. Two Persons, \$25.00 each. Three Persons, \$15.00 each. Duration of lessons: 1 hour.

2. Regular Classes.

FOUR TO TEN MEMBERS. Term of 10 lessons, \$6.00, 20 lessons, \$11.00, 30 lessons, \$15.00, 40 lessons, \$18.00. Duration of lessons: 1 hour. 2 or 3 lessons a week. Evening Classes from 7 to 9:30 P. M.

Mlle. Decostello will be glad to interview you in person.

Call Trafalgar 5619

MR. ZUKOR'S PORTRAIT

It is my great pleasure to report to President Trotta the fact that the portrait of Mr. Adolph Zukor has been duly and appropriately placed in

the Board of Directors Room with proper inscription plate.

With this report the Portrait Committee ccases to function; but in considering our duties fulfilled, it would be amiss if we did not extend to Mr. Zukor our fullest appreciation of his constant patience, courtesy and suggestions during the progress of this work. We are likewise appreciative of the sincerity and endeavor of the Artist, Guisseppe Trotta who brought this painting to fruition. I wish personally to thank Mr. Zukor, the Artist and all members of the Committee for the splendid aid and cooperation afforded.

ADOLPH ZUKOR PORTRAIT COMMITTEE.

Palmer Hall Stilson, Chairman

PARIS

By DICK BLUMENTHAL Received After His Previous Contribution Had Gone To Press

(If we were to wax bucolic, poetic, erotic and perhaps sexy, there are a lot of things one could say under such a heading, and a lot of other things we couldn't say. But that was not the editor's purpose and thought—(though maybe it was)—in asking us to contribute to this edition of Pep-o-grams. So we see ourselves forced to become conventional for once, and if you ever read the following article, and are bored by its conventional tone, blame it on the editor, who has become slightly, if not very much so, puritanical. Paris! But are we here to sell you Paris, London, Derlin or Madrid? Or for that matter any other city or continent? No. First there is a tariff tax, second we would be dubbed publicity agents, and get into trouble with Reichenbach et al; and third, Paris needs no publicity!)

PARAMOUNT and PARIS

Thousands of miles from the Crossroads....Thousands of miles from the Home of Pep....In reality, yes. In thought, no. And how could it be otherwise? For wherever one goes, wherever it might be, does one not find the same Paramount spirit, the same Paramount language, the same Paramount trademark, the same Paramount Pep?

What matters the language spoken? Whether it be French, German, Spanish, Italian.....In the great Paramount family

it is all one and the same.

Above we said "thousands of miles from the Home of Pep;" and we should have added "from Pep-o-grams." In actual distance we are that far away, but we feel as near as ever to that same wonderful Pep, which has taken root over here, has grown and now has reached fullgrowth. Through Pep-O-Grams, which radiates the Pep spirit of the Crossroads, this side of the globe is kept constantly informed of what other members of our immense family are doing. Pep-o-grams to them is a constant source, out of which they derive many things. Clubs

have been formed over here. They too have their dances, their outings, their picnics.... Wholesome fun. Get togethers where they learn about each other....where they get

to know each other better.

They salute, in the Paramount Pep Club, their elders and leaders, and to all those officers and members who have made the club what it is and what it stands for today, they send from across far away seas, their

heartfelt wishes.

(Translated into French)

Plusieurs milliers de kilomètres nous separent du Carrefour du Monde.... Plusieurs milliers de kilomètres nous separent de la maison natale de "Pep"... En realitè, oui. Mais en pensée, non. Et comment pourrait-ce être autrement? Car n'importe ou nous pouvons aller dans ce monde, ne trouve-t-on pas le même esprit Paramount, la même langue Paramount, la même marque de la Paramount, le même Paramount "Pep"?

Qu'importe la langue parlée? Qu'elle soit Anglaise, Allemande, Espagnole, Italienne, Française....Dans la grande famille de la Paramount....elle est une, et la même. Plus haut nous avons dit "des milliers de

Plus haut nous avons dit "des milliers de kilomètres nous separent de la maison natale de Pep," et nous aurions du ajouter "et de Pep-o-Grams aussi." En distance actuelle nous en sommes loin, mais nous nous sentons aussi pres de ce même "Pep" merveilleux, qui a pris racine ici, qui a grandi, et a maintenant atteint sa maturité.

Par les colonnes de "Pep-o-Grams," ce

Par les colonnes de "Pep-o-Grams," ce journal qui diffuse les rayons de l'ésprit de "Pep," du Carrefour du Monde, nou s sommes toujours informes de ce que font d'autres membres de notre grande famille Paramount. Pep-o-Grams nous apporte toujours un choix splendide de mille choses toutes plus interessantes que les autres.

Nous saluons notre aine, Le Paramount Pep Club de New York, et a tous ses membres nous envoyons nos meilleurs voeux et l'expression de nos sentiments les meilleurs.



PARAMOUNT'S MELODY MAKERS. Here is the latest picture of the new Paramount-Pep Club Orchestra which, under the leadership of George Dublin, has been so splendid a contributor to the enjoyment of the several Club Dances during the past year. The personnel of the Orchestra, reading from left to right, is as follows: John Knoll, Everett Basset, Frank McGuire, Cy Partnoy, Al Selymes, Ray Eckerson, Joe Agro, Alfred Petersen, Fred S. Stederoth, Abe Dublin and George Dublin.

LADIES OF THE SWITCH

Somehow or other it doesn't seem quite right that an Anniversary Issue of Pep-O-Grams should go to press without containing some individual mention of those splendid girls behind the scene-the switchboard operators who maintain the lines of communication between the Paramount Building at the Crossroads of the World and the remainder of the world. Their names of course appear in the roster of membership, but we want them in a little niche all by themselves. Here they are: Catherine E. Miner (Chief Operator),

Kathleen M. Madigan, Helen M. Malone, Mae J. O'Neill, Emilie C. Mitlehner, Agnes V. Peters, Loretta A. Schauder, Florence Flynn, Dorothy Foster, Alice Gottschalk, Jean M. Schumm.

PUNCH OF AUSTRALIA GREETS PEP OF NEW YORK

Dear Pepsters:

The girls and boys of the Paramount Punch Club of Australia send to all of you members of the Paramount-Pep Club of New York our heartiest congratulations for the wonderful progress your Club has made during the past year. Wishing you further success in the coming year.

H. Stanley, Hon. Secretary

ENGAGEMENT

Mr. J. J. Wildberg of the Publix Legal Department who has been active in the work of the Rules Committee of the Club, recently announced his engagement and will be married sometime in December.

I want to express my appreciation to Miss Brina Kaplan, Miss Beatrice Ottenant, Mr. Louis Burlon and Mr. Harold Jaffe for their assistance which was willingly rendered the Membership Committee. William Goldstein, Chairman

PUBLICITY COMMITTEE Harold Flavin, Chairman

The outstanding contribution of the Publicity Committee for the past year was the Paramount-Pep Club Program gotten up in connection with the annual ball. This program was unique in that it contained, in adgram was unique in that it contained, in audition to the usual stereotype text matter, a series of articles contributed by the motion picture critics of the New York newspapers, some humorous, others in a serious vein, but all describing a phase of the ball. Progam won the commendation of This many outside our organization.

BULLETIN BOARD COMMITTEE

Francis Finan, Chairman It is the pleasure of this Committee to report that a rather extensive amount of publicity material, handed into its care during the year, has been given wide and consistent display on the various bulletin boards throughout the Paramount organization's ofthroughout the ratamount organization fices and reception rooms. This Committee has also attended to the distribution of a great many of the half-rate concession tickets to Broadway plays; and also in the matter of distribution it has seen to it that monthly issue of Pep-O-Grams speedily reached the Club members.

FINANCE COMMITTEE Joseph A. Walsh, Chairman

The members of a Finance Committee, and this applies especially to our organization, must possess one outstanding qualification. They must be hard boiled.

We have tried hard to be just that. During the past year the Finance Committee has kept closely in touch with every item of income and expense. Any outlay of the club's money has been analyzed and audited

before payment was made.

The efforts of the Finance Committee would have been wasted if it hadn't been for the conneration received from your treasurer. We cooperation received from your treasurer. do not hesitate in saying that if all future administrations are as fortunate in their choice of treasurer as this past one has been, they will indeed be fortunate. In Arthur Leonard the Pep Club had one of the most conscientious and efficient treasurers in the history of the club, and he did much to make our work easy.

This cooperation extended throughout the

entire organization and we take this means of expressing our appreciation. It was an honor to serve under the past administration.

Foremost Paramount Stars Numbered Among The Readers Of Our Well Known PEP-O-GRAMS



Here are four young ladies who are known not only to you, dear reader, but to avid motion picture fans throughout the wide world. They are billed on the screen as the Misses Bebe Daniels, Clara Bow, Mary Brian and Fay Wray—and there's nothing strange about this fact because these happen to be the real names of the young ladies. That they are young ladies of excellent taste we have always known; but at no time was the evidence more convincing than it is in the above demonstration of the literary tastes of these four fascinating feminines. And they are right up to date with the latest issue of Pep-O-Grams to reach them in the Paramount Hollywood Studio.

REAL ESTATE RAMBLES (By "Curly"). "Bill" Lawrence couldn't wait for Paramount's production of "The Wedding March"—he went and staged one of his own. The Real Estaters wish "Our Bill" all the luck and happiness in the world.... Walter Lepannen has determined to raise

a mustache the equal of that of Adolphe Menjou. Cheer up, Wally—the first hundred hairs are the hardest.... Gertrude (Trudy) Vollmer, peppiest Pepster of the department, has a weakness for hamburger sandwiches, a delicacy which she probably does not know is quite fattening.



Paramount Organization and the Paramount-Pep Club

from October 1927 to October 1928 ~~~~

THE PEP-O-GRAMS CALENDAR 1927—1928

1927

Oct. 13...Spectacular and highly successful Inaugural Dinner-Dance at Hotel Astor.

Oct. 15...Paramount-Pep Club Orchestra formed.

Nov. 15...Paramount-Pep Club Committees named.

Dec. 1...Paramount's Basket Ball Team wins first game of season.

Dec. 9... Eugene Zukor, Chairman of Board of Governors, returns to New York after attending brilliant premiere of Paramount Theatre, Paris.

iere of Paramount Theatre, Paris.

Dec. 13...First of new order of General
Meetings held at Roosevelt Hotel,
with entertwinment and dancing forlowing Club's business.

1928

Jan. 1...Pep-O-grams carries inspiring previews of 1928 written by Messrs. Zukor, Lasky, Kent, Shauer, Kohn, Ludvigh, Katz and Eugene Zukor.

Jan. 10... Second of new order of Club meetings held in the Winter Garden at the McAlpin.

Jan. 30...Eugene Zukor joins Publix Theatres Corp. Feb. 28...Frank Meyer appointed general purchasing manager of Paramount,

Mar. 23...Paramount-Pep Club's Sparkling Ball at Hotel Astor.

Mar. 25...First anniversary of Paramount's occupation of the Paramount Building.

Apr. 29...Big delegation of Paramounteers off to Washington to attend annual Convention.

May 26...Honorary Vice President of the Club, Jesse L. Lasky, sails for Europe.

June 16...Club's Annual Picnic at Indian Point.

May 24...Au'voir Luncheon to Melville A. A. Shauer at Hotel Astor.

July 10...President Trotta appoints Nominating Committee to select new officers.

Aug. 14...Nominations announced for new Club Officers.

Aug. 14... Amendments to Paramount Pep Club Constitution adopted by overwhe ming majority of club members. Sept. 25... Annual Election to determine new

Administration.

Oct. 18... Spectacular and Popular Inaugural Dinner at Hotel Astor.

One Year

How wise a move on Destiny's part that our lives should have their evenly spaced chapters of one year each; and that having these chapters we should have generated within us the impulse to pit the achievements of one against the promise of another.

Thus we have our Contests of one year each, our ambitious and ever-advancing programs of film production, our own individual calendars of results and accomplishments. And thus we have, too, our Paramount-Pep Club Administrations, with all their attendant phases consisting of individual committees, and of a program for a twelvemonth of activity and advancement.

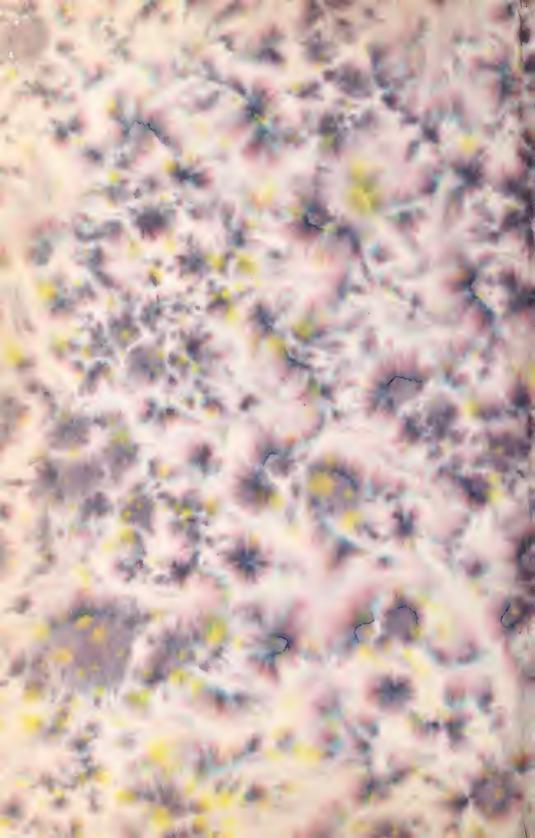
There is a motto to the effect that we should never look back, but should always look to the future. That is not true, for the plans and projects of the future are always guided by the record of the past. We cannot logically look to the administrative year of 1928-1929 ahead of us without looking back earnestly and speculatively on the administrative year of 1927-1928 which we are just placing behind us as a memory. It is both an advisor and a guide.

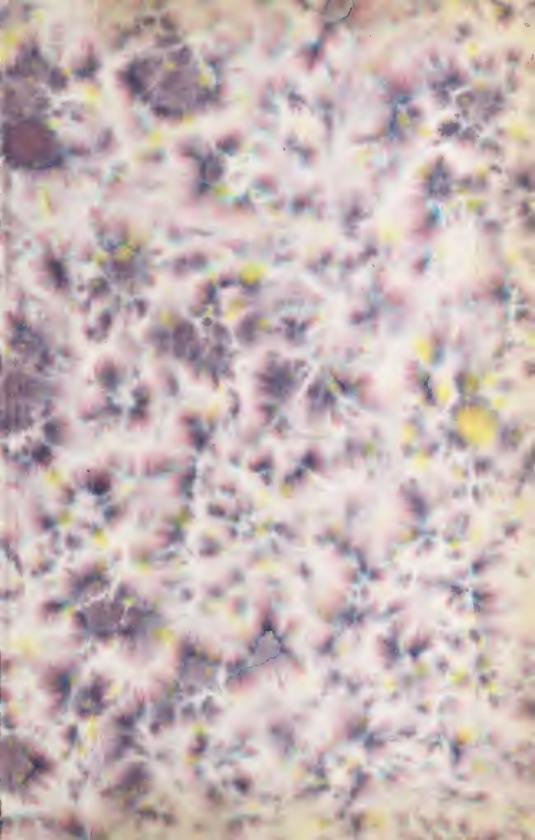
















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